

**Hiawatha Music Co-op
Board Meeting Minutes
4-4-2018**

Present: John Gillette, David Sprouse, Erin Leahy Putvin, Katrina Keough, Susan Divine, Josh Thompson, Michael Reed (via facetime, for a portion)

Absent: Jose Garcia, J Pearl Taylor, Lee Ossenheimer, Susan Bertram, all excused

Katrina moved to accept the March board meeting minutes. David seconded. Minutes accepted.

Treasurer's Report – Susan D. for Jose

Savings: \$37,889.20; Checking: \$2,435.08; Total: \$40,324.28 as of 4-4-2018

Treasurer's report tabled until May.

Old Business

- Strategic Plan draft: Will consist of four-year plan from each committee. Need all members to submit the four year plan (2018-19, 2019-20, 2020-21, 2021-22). Hoping to have strategic plan completed and signed by end of May.
- Economic Impact Study: Need to move forward with specific survey: Proceed with new idea of surveys for shades: one pair of sunglasses given to each person who completes the survey at the festival. Survey questions will focus on money spent in area to better reflect the economic impact of the festival.
- March HoTAAP Financial Report: Ticket income: \$318.02; poster costs: \$44; performer cost: \$800; pizza: \$74.96; Total of \$918.96 in costs for an income of \$-694 Good news is that we just hit \$7,000 for membership this year. Nearing 100 members.
- Update on new Ipads: Susan and Jeff Dever sought ipads, all are same price. Looking for approval to purchase one ipad with a case, two year warranty, screen protector, keyboard, and mobile capabilities for approximately \$600. Erin moved that Susan D. purchase one ipad with case, two year warranty, screen protector, keyboard, and mobile capabilities for approximately \$600. Katrina seconded the motion. David suggested looking at chip reader options as well. Motion carried.

Director's Report

Thanks to Katrina for designing our Spring Newsletter! HoTAAP poster,

Thanks to Katrina for hosting Them Coulee Boys overnight

Thanks to Josh for volunteering for our Radio Show and producing our commercials

- Michigan Music Festival Roundtable report: Twelve festival representatives present. Most people involved are unpaid volunteers. Discussed the variety of festivals offered in Michigan and why. There is a strong singer/songwriter base in Michigan. Wheatland (45 years), Hiawatha (40 years), and Bliss are "grandparent festivals." As a festival, Hiawatha offers top compensation for performers (putting performers up, free tickets, etc). The price of a weekend pass is reasonable in comparison to other similar festivals. Susan requested that the Roundtable meet farther north. There was further discussion about looking into a UP Festival Roundtable (currently, there are twelve different music festivals in the UP) Susan talked to a sound technician who is able to help us with

identifying specifics on sound and equipment. There was discussion of asking him to come to this year's festival to assess the sound for ticket trade.

- Radio Results Network Hiawatha show – It is possible, would be on 3 of the Maverick Radio Stations in Esby, Manistique, Menominee, Marquette, Baraga \$900 we can sell Ads to cover – Sell 5 at \$200, runs 6 times on 3 different stations for 18 spots, Joe Creten would assist in production, recommends pre-taping, run 4:30-5:00 pm, 1 x per week in 6 weeks before Festival. Can be mix of music, interviews with performers, volunteers, businesses, artisans, food concessions, highlight kids activities, run stats of Festival,
- Focus Group prep – each Board member gives 5 names to contact, Victoria runs the groups. We can offer beverage and snack, 1 day Festival ticket for participation. Expected Outcome – learn about perception, possible re-focus of marketing dollars, drive music selection,
- Pine Mountain – Charles Eshbach, one of the founders of the Pine Mountain Music Festival, stopped in to see about an Ad from Hiawatha. Interested in future collaboration with Hiawatha
- Carrol Hicks – can render a new office drawing for us, @\$200. Michael's input is that this would be beneficial.
- Festival Sound – Mike Siegel, sound engineer from Kalamazoo interested in helping us out with our sound. Willing to take a look at our specs. I will send without names. He may be able to attend this year.
- First Aid Area Coordinator Dr. Michael Traktman is working on a AED policy

New Business

- New office move: Heard from UPCM that all is well with breaking lease. There are some minor repairs that will need to be done. Lease will now end on May 31. No lease signed yet. Have Paul Marin ADA adoption and necessity therein. Discuss with Michele before signing lease.
- New office staff hire interview, protocol, timeline: Susan would like to move forward with the interview of Jeff Dever. Josh can conduct interview with Susan D. on Monday at 11:30am.
- New Insurances: Tyler Gautier is working on new insurance policy for new location.
- Fundraising : Grants sought this week: Hirvonen, Meijer ask for Children's Area art/craft, Marquette community Foundation for Polyphony Marimba, Kaufman in process, Superior Health foundation for the AED, WE energies for the Teen Scene bands, Cleveland Cliffs ask, Marquette Community Federal CU ask, looking into Frazier Fund and Reynolds Fund.
- Festival items – Susan D
 - Passing of our Teen Coordinator, Novella Parker
 - Items from Festival Committee/40th Committee: Dan Truckey is willing to do the Archive Tent (20x20)
 - Drone coverage: Discussed pros/cons
- Upcoming Meetings
 - April 14- Angry Bear: Hiawatha band: Them Coulee Boys 8 pm. Sue and Gene Bertram will set up table. Need more volunteers.
 - April HoTAAP – Mustard's Retreat – April 18th – Create Thursday night atmosphere. Request for tripod and cable for event recording - @\$25. It was agreed that this purchase is a worthy investment. Plan to record April 18

- performance live.
- April 19: Mustard's Retreat school performances
- April 26: Hiawatha Dance, All SStrings Considered with Ginger Alberty calling, Ore Dock
- April 28 tentative 40th Tree Planting at Northern (since rescheduled for May 13)
- May 2: Board meeting
- May 5: NMU Student Chapter Event at Ore Dock: Dead Pigeons
- May 8: HMC support of group McKasson and McDonald at Ore Dock, Need to support with funds or housing.
- MOVE (MAY)
- May 16: HoTAAP: Appleseed Collective
- May 29: Festival tickets go on sale
- June 28: Art Stroll Saline Fiddlers Philharmonic 5-8pm Commons
- July 5: Blackrocks Beer Release Party: Need to get bands and confirm with Blackrocks
- July 12: Ore Dock HMC Kick-Off Event

Committee Reports

- Fundraising – Michael Reed (see “fundraising above)
- Events – update from Sue B:
- Music Committee – update from Michael: Still working on organization of closing bands
- Membership – update from Katrina: Need to order more membership cards.

Other Business

-Katrina moved to add one monitor in Musician's Cafe for cooking. Josh seconded. Motion passed.

-Selfie station will be at office then at festival gate for #hiawatha promotion.

Consent Agenda: The following Board actions were put to vote via electronic vote since the last Board meeting:

Board Action – 3/16/18 \$40 budget change on Tree purchase from \$5 to \$23 each – 8 votes yes, 0 nays, 2 no answer

Board Action – 3/19/18 – Sign Contract with ABO for Festival Tents – 8 votes yes, 0 nays, 2 no answer

Board Action – 3/20/18 – Proceed with negotiations with ACE Hardware for Festival vending – 5 votes yes, 0 nays, 5 no answer,

Board Action – 3/23/18 – Financial support, \$300 given to Ore Dock Angry Bear Event, April 14th, for Them Coulee Boys Band – 6 votes yes, 0 votes nay and 4 no answer

Board Action – 3/27/18 – Financial support given to Ore Dock event with Seamus Shinnors – no vote, recommend HMC support with publicity but no funds

Executive Board Action – 3/15/18 – approval for Executive Director to move \$3,000 from savings to checking for operational expenses and Festival deposits – 3 votes yes, 0 nays 1 no answer

Executive Board Action – 3/30/18 – Expenditure of \$360 for GLCYD to organize and conduct Focus Groups – 4 yes, 0 nays.

Executive Board Action – 3/30/18 – Expenditure of \$150 to enlist online

Katrina moved to adjourn at 7:40pm. John seconded. Meeting adjourned at 7:40pm.

-Minutes respectfully submitted by Erin Leahy Putvin on 4-17-2018