

Hiawatha Music Co-op  
Meeting Minutes  
9-5-2018

Present: David Sprouse, Erin Leahy Putvin, Jose Garcia, Michael Reed, Josh Thompson, Katrina Keough, J. Pearl Taylor, Susan Divine, Susan Bertram, John Gillette, Lee Ossenheimer

Jose moved to accept the minutes from June and August with corrections. Michael seconded. Minutes accepted.

Treasurer's Report was tabled.

Old Business

- Office move – Before the open house, cabinets in kitchen and kick plate at door installed. Something more permanent for paper towel in bathrooms will be installed. Lee will make a phone call to see if HMC can get a key to operate and utilize the current paper towel dispenser. Boxes of signs need to be stored in people's houses or in cars during events so that they are not in the way of visitor traffic.
  - Open House invites for Sept. 20th event went out to the community last week. Susan encouraged board members to circulate invites to family and friends.
  - Susan B. and Erin will meet the day before the Si Kahn event and before the Open House to clean the offices in preparation of each event.
  - Susan B. is requesting a dollar amount for food. The board decided to spend up to \$150 on chips, buns, hot dogs, and condiments for the Open House event. We will offer coffee and water.
  - Doug is building a display of sorts for the merchandise. Erin will get a clothing display to lend to HMC to display merchandise.
  - \$50 spent on a Mining Journal ad for the Open House. When this ad was placed, Susan D. was informed that there is a sale on the Mining Journal "Holiday Songbook" ad portion. It was decided that HMC would buy an ad and will advertise HoTAAP events. It was also mentioned that Jayme DePew will do an article/press release on the Open House/Ribbon Cutting
- Board Strategic Plan reviewed
- Policy and contracts
  - Radio Results Contract for 2019
    - RRN would like to trade forty-four adult admission festival tickets for six-hundred-sixty-two thirty-second ad spots on all ten stations. RRN also offered another option if HMC was interested in trading fifty-five tickets. Michael moved that HMC trade forty-four adult admission festival tickets to RRN for six-hundred-sixty-two thirty-second ad spots for 2019. Susan B. seconded the motion. Motion carried.
    - HMC will continue to track what kinds of people buy the tickets from the RRN "Shopping Show." Last year, about half the names of customers were familiar, half were not. All U.P. residents.
    - It was agreed that the ads be split up to promote both the festival and other HMC events such as HoTAAP.
    - RRN is also offering six thirty-minute episodes for \$900. Michael was

curious if it is possible to do one hour-long episode as a finale.

- AED use agreement
  - AED contract reviewed by attorney Paul Marin, then by the HMC board.
- Office space use agreement reviewed

#### Directors Report

- AED loan: Free the Music Festival borrowed it, Blues Fest was going to, then at the last minute, Mark Stonerock was able to use one from his work.
- Director 2018 hours currently at year end total, need @150 more for the rest of the year. Goals for the rest of year-publicity and prep for Fall events, 2-19 budget preparation, upgrade in general office organization, wrap up festival items, develop merchandise area in office, improve on Square features for data management, development of publicity for 2019 HoTAAP.
  - Erin moves to allow Susan D. up to two hundred more hours through the end of the year. Jose seconded the motion. Motion carried.
  - Jeff was hired at five-hundred hours per year. He is currently at two-hundred-fifty-five hours and started in April. Pro-rating for partial year would put Jeff's hour total at three-hundred-seventy-five for 2018. Jeff is doing a fantastic job within the Membership Committee.
- Parking lot will be paved this week.
- Need to seek out risers for the HMC office.
- Erin moves to transfer \$10,000 from checking into savings. John seconded the motion. Motion carried.
- Office: Ceiling has water leak, landlord notified 9/5/18, Steve Kriegel is designing a cover for bathroom pipes that will double as a baby caddy. Lee installed the cabinets/sink, going to look at At&T for phone and internet as Charter/Spectrum has really crept up in price (\$145/mo)
- Director plans for future: Susan plans to stick around.
- Grow and Lead consultation plans. Met this month with Victoria. Reviewed board meeting agenda. Focus group will meet one time per month on the second Wednesday at 1pm. Agendas will be: October-Google Analytics; November-Facebook use; December-evaluate use of print for publicity; January-focus on growing sponsorship; February-fundraising..
- "Getting the Word Out" free marketing talk by Bugsy Sailor at Ampersand at 5:30pm on September 26 (will be one hour to one hour fifteen minutes)

#### New Business

- Festival Budget Report – Susan D.
  - Still waiting on a couple of items
- Grow and Lead board seminar options discussed. Web-based, can be done from home.
- Bequeath letter, legacy program
- Upcoming Events
  - Si Kahn – September 13th and 14th
  - Annual Meeting is Saturday November 3rd

## Committee Reports

- Fundraising
  - Greater Negaunee/Ishpeming Community Foundation is offering a grant for up to \$3000. HMC will apply and, target Ishpeming and Negaunee Schools for Yooper Uke Week.
- Concert/Events
  - Si Kahn on Sept. 13-14
  - Strung Together will play for the Open House on Sept. 20
  - All String Considered will play HMC sponsored Acoustic Brunch TBD
  - Midwinter Festival Steering Committee meeting next Wednesday with Symphony Director.
- Membership Committee
  - Members are being entered into the Square as they join. With Square, reports can be generated for trends in purchasing.
  - Annette Watts has been entering data from the ticket tent that will eventually be analyzed.
- Merchandise
  - Susan B has been working with Todd Keough on merchandise. She is requesting \$500 to begin this project.
  - Jose moved to spend up to \$800 for HMC merchandise. Katrina seconded. Motion carried.

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

Board Action –August 10, 2018 Request to purchase new window decals for Membership at \$200 from Pride Printing 5 Yeas, 0 nays, 5 n/a

Board Action- August 17, 2018 Request to use Dance Floor for wedding, 4 yeas, 0 nays, 6 n/a  
Update – party decided not to use the floor

Board Action – August 17, 2018 Request from Superior Health Foundation for 2019 Festival ticket vouchers for their September Gala, 3 yeas, 0 nays and 7 n/a

Board Action – August 29, 2018 Recommendation from Tyler Gauthier of Gauthier Insurance to add our new AED to our vehicle insurance policy for \$100 per year, 5 yeas, 0 nays and 5 n/a

Pearl moved to adjourn at 7:13pm. Erin seconded the motion. Motion carried.

-Minutes respectfully submitted by Erin Leahy Putvin on 10/3/2018