

To: IMADA Members
From: Betsy Johnson, Acting IMADA Secretary
Re: Nov. 3, 2009 Meeting Minutes
Date: Nov. 4, 2009

The members of the Ipswich Music, Art and Drama Association, Inc. (IMADA) convened at 7 p.m., Tuesday, Nov. 3, 2009 in the Guidance Office of the Ipswich Middle/High School. Members in attendance included: President Terri Murphy, Treasurer Gerry Rogers, Secretary Jo-Ann Duncan, Anne Brown, Kathy Butler, Becky Gayton, Tracy Halliday, Betsy Johnson and Alicia Zampitella.

President Terri Murphy chaired and opened the meeting at 7:17 p.m.

1. **October 2009 Meeting Minutes**

Treasurer Gerry Rogers asked that the minutes from Oct. 6, 2009 be amended to indicate that drama teacher Debra Faust requested \$2,500 be added to The Company's certificate of deposit rather than the \$2,000 reported in the minutes. Anne Brown motioned to accept the minutes as amended, Becky Gayton seconded, and the motion passed unanimously.

2. **Treasurer's Report**

Treasurer Gerry Rogers submitted the November report and noted that, after expenses, \$19,421.46 remains as available funds. She also reported that she has rolled over the organization's two certificates of deposits at 1.3% APY. There is \$10,000 in each CD, and she added \$3,000 to the CD earmarked for scholarships as voted by IMADA last month. Including interest, there is a balance in that CD of \$13,130.70. Gerry Rogers reported that she added \$2,500 to The Company of IHS's CD per Debra Dion Faust's request, and it now has a balance including interest of \$12,630.17.

Terri Murphy reminded members that the program book will cost about \$4,500 to print. Combined with anticipated income from ad sales, donations and Camelot concessions & roses, the amount of funds available for new projects is approximately \$17,000.

Terri also mentioned that IMADA is awaiting a \$400 grant from the Ipswich Cultural Council, which helped fund the Oct. 30 Conductor-in-Residence workshop. She explained that last year IMADA had applied for a grant from the Cultural Council to fund a conductor-in-residence program requested by Gerry Dolan. That money was approved, but Gerry was unable to book the conductor he wanted. The council was recently asked to redirect the money to conductor Malcolm Rowell, which it agreed to do, and the program went forward.

Becky Gayton motioned to accept the treasurer's report, which was seconded by Kathy Butler, and passed unanimously.

3. **New Business**

Idea for future Fundraising Event: Holiday Tree Gala

Tracy Halliday proposed an idea for next year. Individuals, groups, families, organizations and businesses would donate a decorated Christmas tree for display and raffle. Artificial trees of all sizes, decorated with an individual theme (Cooking with the Kringles, Christmas Carousel, Christmas in Paris, etc.), are put on display for the public to view for a donation. Visitors purchase tickets to place in containers in front of each tree for a chance to win their favorites. At the end of the festival a winning ticket is pulled from each container and the holder of the ticket

wins the decorated tree. If possible, the trees would be on display in a secure but public space for a period of time to allow visitors ample time to view them and choose their favorites. As an added incentive, judges could be selected and opening night awards could be given out for best of gala, most creative, best use of theme etc. The possibility for an opening night event, pictures with Santa, silent auction, concessions, and special raffles exist for additional fundraising opportunities. Tracy has been going to a similar event in Methuen for many years (visit <http://www.methuenfestivaloftrees.com/>) and believes this type of fundraiser has the potential to be successful in Ipswich. A member brought up the idea that the event could be held in conjunction with another Ipswich non-profit, perhaps the Historical Society or the Trustees of Reservations.

Petty Cash Approval

Terri Murphy noted that the board had neglected to approve the \$150.00 petty cash grants to the nine middle and high school fine arts faculty members (Dolan, Natti, Patch, Cayot, Colitti, Eaton, Carman, Pepe, & Faust). She said the teachers made good use of the money last year. Kathy Butler moved that the money be approved, which was seconded by Becky Gayton, and the motion passed unanimously.

Policy & Procedures Committee

Terri Murphy informed the board that she has learned we need to set up a Policy & Procedures Committee in the event that IMADA ever has to file the long Form 990 tax form, which nonprofits submit. The committee would need to determine our internal policies regarding privacy, conflicts of interest, whistleblowers, etc. Currently IMADA is eligible to file the short form and does not need this committee right away, but it makes sense to make it a long-term project. There may be templates available on the IRS website. A suggestion was made to check with our IMADA's accountant to see if he has any templates. In addition, Becky Gayton said she will take a look on legalzoom.com to see if that site offers boilerplate templates.

Email Policy

Anne Brown presented a revised version of the subcommittee's email policy regarding outside events. The policy is supposed to regulate what we can and cannot advertise through our email list. The revised version reads: "The IMADA email list shall be used to inform IMADA members about IMADA-sponsored events and news, as well as arts-related events of potential interest to members. Email communications are sent on a regular, periodic basis. The list may also be used, from time to time, to seek votes on IMADA business matters. The IMADA email list shall not be sold or shared with any other person or organization." A discussion ensued regarding how open we want to be to posting cultural/arts events that are not school-related on the new newsletter. The consensus seemed to be that more flexible is best. After discussion the committee agreed to work on the language and bring another version to the group in December.

Concert Closet

Terri Murphy reported that Mary Bradlee has at least temporarily resigned from running the Concert Closet and we need a new person to take on this task of collecting clothes from the schools, organizing the clothes and bringing out the rolling rack each Tuesday. Alicia Zampitella said she might be able to at least collect the clothes for a short while.

Thank You

Terri Murphy read a lovely letter from the student who is using the new trumpet purchased, in part, with IMADA funds. She also reported that the School Committee has accepted and thanked IMADA for its donation of the new computer for use in the film-making and electronic music classes.

4. Old Business: Committee Reports

Plaque: Becky Gayton said she met with Brian Carman to talk about different areas, within the IPAC lobby, where the supporters' plaque could be installed. They are checking with Ginger Eaton to make sure wherever it is placed does not interfere with where she hangs artwork for the art shows. It is likely to end up in three sections, with three separate headers on three different sections of wall/brick. The plaque is a project of the Ipswich Education Foundation and lists the capital funds donors who helped fund the building of the theater.

Budget Committee: Gerry Rogers reported she has sent faculty members an email with an attached form for their requests from IMADA.

Annual Fund Campaign: Anne Brown reported that thus far the Annual Campaign has yielded \$9,784, which is not quite as much as last year but is better than expected in this economy.

Program Book: Terri Murphy said she has brought in \$8,000-plus in program book ads. She said it will be four pages shorter than last year because there are fewer ads. In addition, she plans to order several hundred fewer copies since it won't be available in time for "Camelot." Together, this will save about \$500 in printing costs. The book will make an estimated \$4,000 profit.

Thanksgiving Breakfast: Anne Brown passed around a sheet asking for donations for the Thanksgiving Breakfast IMADA hosts for the Pep Band. The Hamilton-Wenham Band may not come this year, so that might impact how much food is needed. Gerry Dolan said he should know this week if they are coming.

Email/Website: Tracy Halliday reported on the new method IMADA is using for email. IMADA will send an email "newsletter" once each month just prior to our monthly meetings. In it will contain news of interest, the next meeting's agenda, the prior meeting's minutes, a calendar of upcoming events, and links to featured sponsors. Email "postcards" will be sent on an as-needed basis. Thus far three postcards have been designed: Volunteers Needed, Upcoming Events, and Parent News. The second newsletter was sent on Nov. 2 to 456 addresses. As of the afternoon on November 3rd, 168 recipients opened the email, 14 bounced due to a bad email address, and 8.1% of the opened emails had "clicks." None of the recipients "complained" that the email was spam. We are about average for the open and click rate as other non-profits. Tracy and Alicia will work to fix the bounced email addresses.

Seat Plaque Campaign: Nothing to report.

Art for the Arts: Nothing to report.

Art Show Receptions: Nothing to report.

Front-of-House, Middle School Play: "30 REASONS NOT TO BE IN A PLAY" brought in \$865 in roses, concessions and DVD sales.

Front-of-House, High School Play: Terri mentioned that “Camelot” will be produced this weekend. Tracy Brown, committee chair, had organized the volunteers and baked goods donations but still needed to fill in some slots. Terri passed around a sign-up sheet.

Scholarship Committee: Nothing to report.

Mass HS Drama Guild Festival: Nothing to report.

Fine Arts Award Night: Nothing to report.

Concert Clothing Closet: See discussion above under new business.

Publicity: Nothing to report.

Quarterly Events Posters: Nothing to report.

Publicity: Nothing to report.

Quarterly Event Posters: Terri Murphy asked if members feel it is still important to have the quarterly event posters listing upcoming fine arts events. Members said they believe they are a good tool to reach community members.

Grant Writing: Terri Murphy said she wrote a grant to the Institution for Savings to match a donation for new musical instruments and the grant application requested the board’s annual budget, which we don’t actually have. She asked Gerry Rogers to create a budget, which Gerry has done. The executive board will review it and the budget will then go to the membership for a vote.

Karen Kelly Barnes has written a grant proposal to New England BioLabs asking them to fund a second computer for the film-making and electronic music classes.

Instrument Resale: Nothing to report.

5. Fine Arts Director’s Report

Gerry Dolan thanked IMADA for supporting the conductor-in-residence workshop, saying it was extremely helpful to the faculty and that students will benefit from the new techniques and professional stimulation conductor Malcolm Rowell’s visit provided. He also said he is in the beginning planning stages for the April 2011 band/orchestra/chorus visit to England and hopes to have students spend time in Ipswich, England, Bath and London. He mentioned that instead of performing at the December Small Ensemble concert, the jazz improv students will have the opportunity to perform at Stone Soup’s open mic night one Thursday in January.

6. Upcoming Events

Camelot produced by The Company of IHS

- Nov. 6 & 7 @ 7:30 pm; Nov. 8 @ 2:30 pm

- www.ticketstage.com/CIHS or 978-356-3137 x365 for tickets

Navy Commodores Jazz Band; Tues., Nov. 10, 7:30pm

Senior District Auditions; Sat., Nov. 21, Salem High School

Thanksgiving Game Breakfast; Thurs., Nov. 26, 8:45 am

Pep Band: IHS v. Hamilton-Wenham; Thurs., November 26, 10:00 am

IHS Large Ensemble Concert; Wed., Dec. 2, 7:00 pm

Concert Choir, Concert Band, String Orchestra, Symphony Orchestra

Bel Canto sings at Council on Aging; Thursday, Dec. 3

IMS Select Choir perform at Crane Estate; Saturday, Dec. 5, 4:30 pm

IHS Chamber Orchestra & Quartets perform at Crane Estate; Sunday, Dec. 6 1:00 – 3:00 pm

IMS Instrumental Concert; Wednesday, December 9, 7:00 pm

IMS Choral Concert; Monday, Dec. 14, 7:00 pm

IHS Portfolio Art Show; Tuesday, Dec. 15, 6:00 – 8:00 pm
IHS Small Ensemble Concert; Wednesday, Dec. 16, 7:00 pm
Bel Canto, Treble Choir, Chamber Singers, Chamber Orchestra, Jazz Band
Chamber Singers perform at Rotary Club; Thurs., Dec. 17
IHS Small Ensembles In-Town Concert Tour; Tuesday, Dec. 22

7. Adjournment

The meeting adjourned at 8:53 p.m. The next meeting is scheduled for **Tuesday, Dec. 1, 2009 at 7 p.m. in the Guidance Office** of the Ipswich Middle/High School.