

To: IMADA Members
From: Jo-Ann Duncan, IMADA Secretary
Re: October 6, 2009 Meeting Minutes
Date: October 26, 2009

The members of the Ipswich Music, Art and Drama Association, Inc. (IMADA) convened at 7:00 p.m., Tuesday, October 6, 2009 in the Cafeteria of the Ipswich Middle/High School. Members in attendance included: President Terri Murphy, Treasurer Gerry Rogers, Secretary Jo-Ann Duncan, Amanda Barney, Anne Brown, Tracy Brown, Lisa Cavalieri, Tracy Halliday, Christine Hezzey, Betsy Johnson, Sheila Taylor, Trina Schell, Steve Veiga, and Alicia Zampitella.

President Terri Murphy chaired and opened the meeting at 7:00 p.m.

1. September 2009 Meeting Minutes

Betsy Johnson asked that the September minutes be amended. At the September meeting she had requested help in hanging Instrument Resale posters and the minutes stated the Instrument Resale Committee had nothing to report.

Gerry Rogers motioned to accept the amended minutes of the September meeting (attached). Tracy Brown seconded and the motion carried by unanimous vote.

2. Treasurer's Report

Treasurer Gerry Rogers submitted the October report and noted there was a lot of activity this month. Donation and concert monies had been deposited, a garment rack had been purchased for the Concert Closet, and the previously approved Mac computer was purchased for Gerry Dolan. Gerry stated she had used last year's Program Book costs to set aside money for publishing, leaving a total of \$49,965.71 in the IMADA account. After monies have been set aside for specific purchases, there were \$19,184.58 in available funds.

Jo-Ann Duncan motioned to accept the Treasurer's Report. Sheila Taylor seconded and the motion was unanimously approved.

Gerry noted there were two CDs of \$10,000 each coming up for renewal shortly. One of the CDs belongs to The Company (IHS drama club) and Debra Dion Faust has asked that it be rolled over with \$2,500 more of The Company's money, IMADA is holding, added to it. The other CD IMADA put aside last spring to fund scholarships and summer grants in 2010. A discussion ensued as to the length of the rollover CD.

Steve Veiga made a motion to add \$3,000 to the CD to fund additional scholarships and summer grants. Tracy Brown seconded and the motion carried by unanimous vote.

Steve Veiga made a motion to rollover the CD in a six or seven month CD, depending on which interest was higher. Tracy Brown seconded and the motion carried by unanimous vote.

A discussion on summer grants, awarded last spring, ensued. All high school students who requested a summer grant received one. Half of the middle school students received one. IMADA funds them but the teachers decide which students get the grants.

3. New Business

Terri Murphy was pleased to announce that a new organization, Invest in People Foundation, has donated \$2,000 towards the IMADA Instrument fund. Terri plans to write a grant request for matching funds from this newest donation, combined with the funds raised from the recent concert. Sheila Taylor, spokesperson for Invest in People, explained the foundation is funded

by an anonymous Ipswich family to help local families experiencing short-term crisis. Since the Instrument fund will be buying instruments to benefit children, it is in line with the foundation goals.

Terri opened a discussion on the new email newsletter recently sent out. Everyone was very happy with the format and professional look. Tracy Halliday explained there were many reports available to let IMADA know how many people have accessed the different links available. This new service, Mail Chimp, is free if emailing to fewer than 500 and \$25 per month once our list grows beyond that. We are currently under the 500 limit but can see it growing based on the pleasing new format. Members present thought \$25 per month would be worth the cost.

Betsy Johnson, Anne Brown and Tracy Brown presented a tentative email policy. "IMADA email communications shall be used to inform members about IMADA-sponsored events and news, as well as arts-related events of potential interest to its members." A discussion ensued and the committee will tweak and present again at next month's meeting.

Terri Murphy explained an email had been sent from the 21st Century Education Foundation (now called the Ipswich Education Foundation) about the donor recognition plaque planned for the IPAC lobby. Terri again expressed IMADA's concerns about placement on limited lobby display space. Terri noted that Becky Gayton plans to speak with Barry Cahill and the Arts department on appropriate placement of the plaque. The foundation also emailed as to whether IMADA wanted an additional plaque listing seat donors and seat numbers. Terri explained IMADA has a leather bound book with that information which is placed in the lobby during all events. Jo-Ann Duncan made a motion to continue to use the existing IMADA book and not a new plaque. Betsy Johnson seconded and the motion carried by unanimous vote. *Terri will convey our thoughts on this second plaque to the foundation.*

4. Old Business: Committee Reports

Budget Committee: Nothing to report.

Annual Fall Fundraising: Anne Brown reported the annual fund drive has raised slightly more than \$7,000 so far. Last years total at this time was approximately \$7,890.

Program Book: Terri Murphy reported the Program Book will be ready in December 2009 in time to be distributed at holiday concerts. Terri is in the process of collecting ads and teachers' materials. A new tier of advertising has been introduced listing business names only. The Program Book has raised \$6,470 in ads to date. Last year the total advertising revenue was a little less than \$10,000.

Fall Fundraising Concert: Terri Murphy reported Ryan Montbleau twittered the following on 9/26/09 at 10:13pm immediately following the IMADA concert: "Ipswich, MA. Dopest high school arts and music program setup I've ever seen. Awesome venue. Great night." Steve Veiga stated the band and sound technicians were a great group of people. Gerry Rogers reported the concert profit was \$2,452.28 which is earmarked for the Instrument Fund (see attached report). Unfortunately, the house was not full due, in part, to so many other 375th Anniversary events that night and weekend. Someone made a recommendation to lower the student ticket price to \$10 at future concerts to attract more students to the concerts. A second suggestion for next year is to play a CD of the band's music at lunch and/or before school on the P.A.

IMADA had announced on fall concert posters that the proceeds would benefit an Instrument Fund to replace broken instruments. Gerry Rogers made a motion to put the total profit of \$2,452.28 from the Fall Concert towards an Instrument Fund. Trina Schell seconded and the motion carried by unanimous vote.

Thanksgiving Breakfast: Nothing to Report.

Email/Website: Nothing to report.

Seat Plaque Campaign: See discussion above under New Business.

Art for the Arts: Nothing to report.

Art Show Receptions: Nothing to report.

Middle School Plays: 30 REASONS NOT TO BE IN A PLAY October 23, 24, 25. Trina Schell is the new front of house coordinator. Meredith McMorrow will coordinate concessions. Trina will handle the roses/messages and Mary Bradlee will head the ticket table.

High School Plays: Camelot November 6, 7, 8. Tracy mentioned this is her last year as front of house chairperson. She is looking for volunteers to staff many positions. We are looking for someone to coordinate the roses/messages table. Cindy Parker will head the tickets.

Scholarship Committee: Nothing to report.

Mass HS Drama Guild Festival: Nothing to report.

Fine Arts Award Night: Nothing to report.

Concert Clothing Closet: A new rolling garment rack has been purchased and the previous rack returned to its owner. The rack will be in the lobby of the IPAC each Tuesday from 7:45am-6:00pm.

Publicity: Nothing to report.

Quarterly Events Posters: Nothing to report.

Grant Writing: Terri Murphy explained there are a few grants being composed right now for NE Biolabs for another Mac computer and to the Institution for Savings for instrument purchase. Both are due November 1.

Instrument Resale: Nothing to report.

5. Fine Arts Department

Nothing to report.

6. Upcoming Events

Pep Band: IHS v. Manchester, Friday, October 16, 7:00 pm IHS Stadium

IHS Photos for program book. Students need concert dress! Oct. 20 & 21

IMS Photos for program book. Students need concert dress! Oct. 22

30 Reasons Not To Be In A Play produced by Ipswich Middle School

- Oct. 23 & 24 @ 7:30 pm; Oct. 25 @ 2:30 pm 978-356-3137 x368 for tickets

Camelot produced by The Company of IHS

- Nov. 6 & 7 @ 7:30 pm; Nov. 8 @ 2:30 pm 978-356-3137 x365 for tickets

7. Adjournment

The meeting was adjourned at 8:43pm. The next IMADA meeting is scheduled for **Tuesday, November 3, 2009 at 7:00pm in the Guidance Office** of the Ipswich Middle/High School.