

Sharon Bands

Board of Directors Meeting

Monday, January 11, 2021

Participants present:

BOD Members: Matt Leftin, Derek Day, Charlie Piper, Angela Woodward, George Mellman, Tom Lucci, Bev Reilly, and Glenn McGibbon

Music Director: Steve Bell

Start time: 7:03 PM

End Time: 8:23 PM

Marketing:

- GM shared basic new web draft with structure and some basic website elements – pre-production of imagery still needed.
- Virtual Band Concert - Steve interviewed on Dec 26 live feed and recording was promoted on social media.
- Positive feedback on holiday SCB/ RSBB archival recordings and video posted on social media.
- Discussed our many media assets and opportunities to engage with our audience and members – discussed procuring audio posts and video posts as “virtual concerts” via YouTube playlists and features on the website. Expand reach with our audiences via email campaigns.
- Upcoming virtual concerts: “Jazzy Valentine” and “Celtic Celebration”
- Consider some of our more high quality video with multiple camera angles and transfer to MP4 files for marketing channel posts.

Director’s Report / Board Discussion

- Steve spoke about his experience with the Virtual Band festival, a decidedly worthwhile effort to view other groups’ performance and productions; helpful to see what our group has accomplished in comparison and to look at how we can improve. Area of improvement includes venue bookings well in advance – consider space limitations and sound requirements.
- Expressed concern about viability of Sharon Public Schools for 2021 performances.
- Steve has chosen song selections for informal summer performances and now coordinating with librarian Karen Hays
- Steve to collect list of audio recordings for musicians to practice with

Bookings/ Rehearsal Spaces:

- Group revisited the possibility of offering free SCB and/or RSBB concerts. Angie received feedback from members on suggestions for performances, including: Foxboro Center (Foxboro Jaycees); the open space at Bird Park in Walpole . Tom offered to reach out to his contact.
- Discussed whether we would scope out concerts into August for this summer
- Target early May as a start for rehearsals; flexible time frame (possible weekends)

Financial Report:

- Generous \$250 Contribution came in before the end of the year.
- BMI/ASCAP report due at end of January; JV and Feb/Norwood 2020 performances to be reported.
- Moving forward with the annual scholarship award

Action Steps:

- Steve to contact Steve Blumberg negotiating performance space (gauge feasibility of Patriot's Place)
- Steve to collect list of audio recordings for musicians to practice with; provide to Glenn for web posting
- Angie to write and distribute **January Member newsletter** to cover playlist and audio samples (to be housed on member page) to practice with, and any virtual concert playlists that may be ready to share.
- Tom to reach out to Bill Dube for BMI/ASCAP reporting
- Tom to reach out to his Walpole contact re: Bird Park
- Steve and Tom to provide Glenn with suggestions for JV playlist tracks.
- GM to create email campaign for JV virtual concert
- GM to transfer select DVD shows into MP4s (investigate service provider to help) with "Celtic Celebration" (St. Patrick's Day) in mind
- Charlie to write **agenda for next board meeting**

Next Board Meeting:

- Slated for Monday, February 8 at 7:00 pm via Zoom