

New Horizons Program Council Exploratory Meeting

Minutes of January 24, 2013

PRESENT:

Sue Ames - Concert Band

Joyce Fleck – Chorus

Jay Golden - Green Band

Art Kolka - Vintage Jazz, Saxophone Ensemble

Mike McKain - Clarinet Ensemble

Tina Persia – Green Band

Howard Potter, ECMS, Assoc. Dean

David Stern - Orchestra

Kathy Weber – Symphonic Band, Big Band

Introductions of participants - See above. Nearly all NH groups were represented.

Comments by Howard Potter, Associate Dean, Eastman Community Music School – H. Potter described his concept of a NH Program Council with representatives and input from all NH groups. The purpose of the council would be to address issues common to all of the groups.

Further comments about formation of a NH Program Council – S. Ames stated that currently, there is a well-established Band Council representing the Symphonic, Concert, and Green Bands, meeting five times a year. The orchestra is working to create a more formal council than they have had. These councils would continue as they address issues specific to these groups. Those in attendance were invited to attend a Band Council meeting to see how it functions. In addition, S. Ames will send out minutes of their last meeting.

Issues common to all/most NH groups

- Publicity for recruitment and performances – Several ideas that can be used by all groups for publicity were discussed. The Concert & Symphonic Bands have developed a list of publicity ideas. They are currently updating an email data base of senior centers and residences that they use to send out concert publicity. Concerts that are open to the public can be put on the website. K. Weber is developing a NH “business card” that includes a description of the NH program and contact information. The card is generic and can be used by all NH groups. The trifold colored NH brochure is currently being updated. These brochures and cards could be left in the table in the lobby of Kodak Hall at Eastman Theatre.
- NH Program Website (www.rocnewhorizons.org) –M. McKain and S. Ames, representing the website development committee, reported that the website was established a year ago and currently features predominantly band information. However, if is a NH Program website and needs information from the other groups to be submitted to Steve Whitman, webmaster (stevewhitman27@gmail.com). Plans to add a “Request for Concert” feature are underway that would handle requests for NH groups to give concerts in the community. NH groups that are currently available for community concerts should let S. Whitman know. The Symphonic and Concert bands have a Gig Committee that schedules community concerts. M. McKain is a resource to other NH groups on how to set up a Gig Committee.
- Gifts & Legacy – A small committee has been working to streamline the process for acknowledging gifts that are given to the NH Program. They have added information about donating to the website in the “Support Us” section. They plan to explore developing information about providing legacy gifts.

- Other – A. Kolko suggested that a way of communicating information about NH group performances to other NH groups needs to be developed. This could be done by email, website announcements,

Formation of a NH Program Council – Based on the above discussion, the group agreed that it would be beneficial to create a NH Program Council. All those NH members in attendance agreed to be the representative for their group. Tentatively, once more established, the group will meet once a semester. Email will also be used for communication among the NH Program Council. Those in attendance today will report the results of this meeting to their NH groups.

Next meeting – It was decided that the NH Program Council will meet again in March to discuss feedback* about this meeting that the reps get from their NH groups.

S. Ames, Recorder

Please discuss the following with your NH group and bring the feedback to the next meeting

1. The formation and purpose of the NH Program Council
2. Adding information about the group to the website to make the website more inclusive
3. Sending member bios to go along with the photos to the website (stevewhitman27@gmail.com)
4. Developing a Gig Committee, if appropriate, to plan community performances for your group
5. Distributing business cards to promote the NH Program – could be distributed at concerts, gigs, to friends and others who ask for information about New Horizons