

New Horizons Program Council Meeting

Minutes of April 11, 2013

PRESENT:

Sue Ames - Concert Band

Tim Forward - Guest

Jay Golden - Green Band

Art Kolko - Vintage Jazz, Saxophone Ensemble

Mike McKain - Clarinet Ensemble

Steve Whitman - Guest

Tina Persia – Green Band

Howard Potter – ECMS Assoc. Dean

Patricia Ristuccia – Green Strings

David Stern – Orchestra

Kathy Weber – Symphonic Band, Big Band

Approval of minutes - The minutes of January 24, 2013 were approved as written.

NH Program Council representative reports – There is a request for a make-up date for those who did not get their photos taken for the website. S. Ames will schedule a date after receiving a report from each rep as to how many members in their ensemble need their photo taken. NH members are encouraged to write their bios and send them to Steve Whitman at stevewhitman27@gmail.com.

Purpose of the NH Program Council – It was agreed that as this council becomes more established consideration should be given to forming a statement of purpose. H. Potter believes that as this council develops, there may no longer be a need for the Band Council as it exists now.

Publicity for recruitment and performances

- NH Brochure – H. Potter reported that a photographer from the Eastman communication department will be coming to rehearsals on April 18, 2013, to take photos of various NH groups and members to be used in the revised brochure and future communications about the NH program. He indicated that the revised brochure will be done at the earliest by the end of May.
- Posters – S. Whitman is creating a poster to be used to publicize all of the NH concerts to be held in May at Kodak Hall and Kilbourn Hall. Arrangements are being made to distribute it to area senior centers, senior housing facilities, and other organizations. It will also be posted on the NH website (www.rocnewhorizons.org) in PDF form so that NH members may print it off and distribute it. It will be distributed through the NH email data base of local facilities.
- "Business" Cards – K. Weber reported that she has ordered 1000 NH business cards. The information on the cards is generic and pertinent to all NH groups. The cards will be available to anyone who would like to distribute them to friends, family, interested people, etc. She will let reps know when they can get cards for their groups.
- Recruitment – Different ideas for recruiting new members for NH was discussed. It was suggested that it would be beneficial if we could target people planning to retire. H.Potter will investigate ways information is given to University of Rochester employees planning to retire. S. Ames will look into how we could contact people retiring from

school systems. It was suggested that a Public Service Announcement be used for recruitment.

NH Endowment Fund – H. Potter and T. Forward (Chairperson of the Gifts/Legacy/Endowment Committee) reported that efforts are underway to create this fund. \$50,000 is needed to start the fund. The annual interest would be used to offset tuition costs for NH members and other program expenses. Plans are being made for Suzanne Stover, Executive Director of Development, Major gifts & Special Projects at ESM to meet with NH members to explain the process for developing the fund.

NH Rehearsal Schedule – A. Kolko would like NH members to consider other options for our rehearsal schedule that would not be arranged around the public school calendar. H. Potter stated that any changes should continue to provide a 34 week program since lengthening the program would increase costs (building rental, conductor salaries, etc.). He also suggested a 6-8 week summer program could be developed. It would require an additional tuition fee. A. Kolko agreed to develop a proposal outlining various calendar options for discussion at the next council meeting.

NH Program Website – S. Whitman answered questions about the website and demonstrated various features of the website, including the member photos/bios and the individual descriptions of each ensemble, their performances, etc. NH members are encouraged to send info to him for inclusion in the website.

Next meeting – The next meeting will most likely be set for October. The date will be determined after the NH program resumes in September.

S. Ames, Recorder

*Please discuss the following with your NH group

1. How many would like their photo taken for the website? Make-up dates will be established once this information is reported to Sue Ames
2. Encourage members to write their bios and send to Steve Whitman (stevewhitman27@gmail.com)
3. Use of the NH “business cards” – explain that these cards will be available for interested members to distribute as described above. K. Weber will give them to each of you when they arrive.
4. Publicity flyers with information about our May and June concerts are on the website, on the home page, under “Upcoming Events”, select “Event Flyers”. Members may print them off and distribute as they choose.

New Horizons Program Council Exploratory Meeting

Minutes of January 24, 2013

PRESENT:

Sue Ames - Concert Band	Tina Persia – Green Band
Joyce Fleck – Chorus	Howard Potter, ECMS, Assoc. Dean
Jay Golden - Green Band	David Stern - Orchestra
Art Kolka - Vintage Jazz, Saxophone Ensemble	Kathy Weber – Symphonic Band, Big Band
Mike McKain - Clarinet Ensemble	

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 it 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