

## **Westborough Fine Arts Education Association**

### **Meeting Minutes - September 12, 2018, 3 Westminster Way**

In attendance: Connie Hasting, Neil Feldman, Chris O'Keefe, Katrina Banks-Binici

#### **The Drive**

We discussed who maintains the drive and how is access granted for shared documents, ie. Scrips forms, etc.

Connie discussed giving access to the drive through the WFAEA office emails (Treasurer, Secretary, etc. ) versus specific individuals which will facilitate transitions between officers. She will ask Michael to set this up as well as to give passwords to the officers so they will be able to send outgoing mail from their WFAEA office email.

#### **Drum Major Camp Funding Policy**

Chris O suggested we reach out to students who attended camp this summer to find out if they will be submitting expenses. Connie believed that the policy was WFAEA funds 50% campership for a student once. Neil noted that Evan Doyle may be "requiring" drum majors to attend camp. Chris pointed out that the budget allocation of \$850 this year is for Drum Major/Color Guard Camp but no Color Guard members attended this year. It is possible that drum majors may attend camp for multiple years. WFAEA needs to clarify with Evan Doyle if his expectations are all drum majors are to attend camp each year and our funding policy needs to be clarified, i.e., should our budget dollars be split among a limited number of students, do we fund all students equally but at a lower amount, limit on frequency of funding. We all agreed that we should not include this policy in our bylaws and Connie suggested we evaluate it on a year to year basis. Neil recognized he had a conflict of interest in a vote on this policy and would recues himself.

#### **June Meeting Minutes**

It was suggested that the previous meeting minutes be distributed to the Board well in advance of the next meeting so any action items could be addressed. Neil motioned to accept the June 5 meeting minutes with minor revisions, Connie seconded. The minutes were approved.

#### **Membership**

Neil recommended that we develop a leadership pipeline by having a more visible presence at events at the lower grade schools: Instrument Night, Open Houses, etc. Gabby Gu may be able to create a WFAEA brochure we could distribute by tableing at these events. Now that Membership is online only there should be a clearly visible option for families on the WFAEA website to become involved by volunteering without having to be a paid member. Chris can only access volunteer and ad info if someone pays by Paypal. Amber Bock approved using ConnectEd for WFAEA and that might be one option to solicit

involvement. ConnectEd communication would be administered through Chris Martin. We need to find out if a ConnectED email would come out under the WFAEA Banner. Chris O'Keefe believes this might mean we will have access to all family addresses. We all agreed we need to increase our visibility and name recognition.

Membership letters go out twice a year. We discussed the membership deadline to be considered for the scholarship. It was suggested it be in February or March, prior to the scholarship application deadline.

### **Special Projects Committee**

Chris Martin will do the legwork with teachers and advise them to contact Neil if they have a proposal. Neil will get the proposal on the WFAEA meeting agenda and encourage teachers to attend a WFAEA meeting to present their proposal. We agreed that it would be beneficial to have grant writer and will put out a call for someone with that skill set.

### **Seat of Recognition**

We continue to look for a volunteer to promote this fundraiser. We discussed the challenges of getting the nameplates engraved in a timely manner.

### **Band-a-rama/Choral Collage**

We need to get the word out that WFAEA supports these events and to encourage involvement. Neil will create a banner that we could hang at the various Fine Arts events.

### **Publicity**

Neil is willing to email publicity releases but needs the details and times for the events.

### **Website**

A huge thank you to Alyssa and Gabby for our new website. We proposed getting a \$50 gift card for Gabby before the end of the calendar year in appreciation of her hard work.

### **Ad Book**

Judy Brown is concerned that ad sponsors have come in slower than previous years but Connie pointed out that this does not include ads that come in from families through memberships. Ad deadline has been extended to October 12. Chris believed that approximately \$3500 has been raised so far.

### **Uniform Distribution**

Per Kelly White and Lynne VanDoren, dresses and tuxes have been alphabetized on racks. Senior uniforms were pulled out and then hung by size. Kelly had several ideas to improve the uniform return and distribution process. Connie suggested that we reevaluate the process once uniforms are

distributed in early October to see if it can be improved going forward. We need to recruit a co person to assist with uniform distribution

### **Fall Play Concessions**

We need more theater parents involved in WFAEA. We need someone to manage the Fall Play Concessions as Connie will be traveling.

### **District Band/Orchestra/Chorus**

We discussed the idea of handing out water bottles to students with labeled messages of encouragement from WFAEA at audition time.

### **Audit**

Chris O reminded Connie that the audit is usually held after the September meeting.

Adjournment

Meeting adjourned at