

ABBI BOARD OF DIRECTORS ORGANIZATIONAL MEETING
August 10, 2017
AHS Senior Lounge

ATTENDEES: Tracy Catron, Al Chen, Evan R zodkiewicz, Chris Quinby, Carlos Velez.

Guest: Nancy Besio

Called to order: 7:06 PM

(1) Reading of Minutes of previous meeting

One minor change was discussed. As Carlos was not at the meeting, he could not make a motion to pass the minutes as read. Katina made the motion.

Motion: Carlos Velez

Seconded: Al Chen

Passed

(2) Reports of Boards & Standing Committees:

Finance – Chair- Carlos Velez

- Minimal activity aside from Summer Band income and expenses. Those will be processed by the end of the month.
- Finance Committee convened for the first time on July 31. Carlos presented a short series of slides on ABBI financials. Slides were also shared with the ABBI Board. After the meeting, the Committee was provided with an Excel spreadsheet containing historical ABBI financials from 2014 – 2017 inclusive. A proposed budget is also included. The Committee was asked to review the financials and propose a budget for the next meeting.
- The Committee asked for guidance on three questions. These were discussed at length:
 - What is the current plan for selling Ads and Sponsorships?
 - Al and Chris are recruiting someone to take the lead and organize. Board is currently reviewing and revising the Ad/Sponsorship document, with the aim of having it ready as soon as possible.
 - Will ABBI again pay for a MB yearbook without a corresponding financing plan?
 - Yes. We will cover costs with ad sales.
 - What specific efforts are underway to increase fundraising outreach, especially to alumni?
 - Facebook outreach; Seeking coordinator of Alumni outreach (a few names were discussed); Need to reevaluate all current fundraisers for profitability, effort required, etc.; Web site being rebuilt in part to help with outreach.
- Carlos needs to go to bank to sign documents

Directors' Report: - None

Communications (General)

- Carlos, Susan, and Chris redoing web site. Need to add logos from current sponsors, add calendar, etc.
- Carlos proposed including a blog for pictures, short articles, etc. Would compliment efforts on Facebook.

Social Media - Chair – Tracy Catron

- Reemphasized Tracy is the point person for Facebook.

Good Will/Welfare - Chair – Katina Catron

- No report

Fundraising (*Financial ONLY/does not involve student performances*) – Sheila St. Onge

- *Silent Auction* – Ongoing. Holly coordinating. No financial assumption in budget.
- *Banquet* – Assumption is that banquet itself will be paid by attendees. Should be neutral to ABBI, but tangential opportunities to raise funds by targeting alumni, i.e., making them aware of online merchandise sales, potential sponsorships, etc.
- *Ads/Sponsorships* – Chris has an email list of local businesses. Will investigate use of Constant Contact or Vertical Response to send out emails asking for sponsorships, donations, etc.
- *Brown Bags* – Will be sold for \$8.50 each. Holly S. coordinating.
- *Grants* – Carlos to review and start applications once budget process is over

Chaperones

- Joanne communicated with Chris Q. Process all set. Andrea to remain as liaison.

Uniforms

- No report, but Board was reminded that we will need to purchase new uniforms in 3-5 years, at a cost of ~\$70,000. A long-term plan needed to raise funds specifically for this purchase.

Reports of Special (Select) Committees

Band Camp

- Tables in shed are missing.
- Andrea happy with level of participation and contributions.

Props

- Construction to begin on Sunday, with Tracy C taking the lead on design and construction. Materials will be purchased from Page Lumber, where possible. Tax Exemption form will be submitted by Carlos to Page Lumber. Carlos will also set up an account.

Pit Crew

- Building props. Brian LaFerriere in charge.

Yearbook

- Nancy Besio was asked to present a plan for the design and printing of the MB Yearbook. She sought a number of proposals from local vendors (handout provided). One was preferred, but she will discuss further to check on their software requirements.
- Goal is to print a one hundred page, color yearbook. One copy for each student and staff member.
- There was a discussion about the need to purchase InDesign for the yearbook. TechSoup may have it available at a discount; Carlos to check.
- Discussion to sell ads for the yearbook. Decision was made to sell ads, but at a reduced price scheme, i.e., ¼ page \$15, ½ page \$25, Full page \$40. Ad creation fee will be \$20. Seniors would receive a discount on ad prices, but not ad creation.
- Need for cover art contest flyer to be sent to marching band students ASAP.
- Need flyer for Friends and Family ads ASAP
- Parents will also have option for a one-line “shout out” to be printed in the yearbook

Invitational

- LaSusa’s in charge. They will not take on any fundraising responsibilities.
- Program needs design and printing.
- Tracy to liaise with LaSusa’s regarding marketing Invitational via Facebook

Barnes and Noble

Jazz Cab

Yard Sale

- Scheduled for September 2. Gina Ragusa coordinating. Need to start advertising on Facebook, etc.

Community Day

Drive in

- Idea dropped, as Summer is over and we lack a coordinator.

50th

- No report

(4) Special Orders

(5) Unfinished Business and General Orders

(6) New Business**Comments from the floor:****ACTION ITEMS:**

<u>TASK</u>	<u>OWNERSHIP</u>	<u>DATE DUE*</u>	<u>DATE DONE</u>
Contact Renee Laferiere (sp?), Brian & Kate LaSusa, Gina (Color Guard) re interest in Finance Committee participation	Chris Quinby		<i>Done</i>
Contact Lori Smalley re interest in committee participation	Al Chen		<i>Done</i>
Contact Sheila St. Onge re Drive In plan.	Chris Quinby	<i>Table for next year</i>	
Discuss Guard Event/Fundraising logistics, ie: Spaghetti Dinner, Tag sale, Candy sales with Sheila St. Onge	Chris Quinby	<i>Table</i>	
Review By-Laws and submit any changes by next meeting.	ABBI Board		<i>No comments</i>
Finance report to be submitted by first week of August.	Finance Committee		<i>Done</i>
Reserve rooms for upcoming ABBI Board and General Membership meetings.	TBD – Secretary?		<i>Pending</i>
Contact Lesley Harrison re assisting with Social Media	Susan Smith		<i>Done</i>
Consult with Mr. Keech re Chaperone Chair (Andrea/Joanne?)	Chris Quinby		<i>Done</i>
Consult with Noreen Gurevich re Dome DVD process/ordering	TBD	<i>Table</i>	
Propose date and plan for Drive In event	Alan Mangelsdorf		<i>Idea dropped. No further action required</i>
Update ABBI website (minutes, calendar)	Susan Smith	<i>Ongoing</i>	
contact Zoe's for ice cream (first Friday of band camp)	Sheila St. Onge		<i>Done</i>

* = if no date specified, task to be completed by next board meeting

Motion to adjourn-Carlos

Kat- Tracy

Meeting Adjourned: 9:21 PM

Next Meeting: ???