

SOKM
Meeting Minutes from August 2, 2011

The meeting was called to order by Karen Gatchel at 7:37 p.m. Those in attendance were Karen Gatchel, Betty Weyek, Melissa Cohen, Barb McKown, Beverly Matsumura, Peggy Smith and Keiko Chun. Absent: Mary Lou Smith, Reese Copsey, Iain Anderson and Richard Gatchel. Welcome by Karen Gatchel.

- Proxies: Betty Weyek announced she holds a voting proxy for Reese Copsey effective for tonight's meeting.
- Vote For New Board Members – Peggy Smith, Beverly Matsumura and Keiko Chun were introduced as prospective new SOKM Board members. Karen moved to nominate all prospective members as new members as members at Large. The motion carried unanimously, and all prospective members were welcomed as new members.
- Approval of Minutes and Agenda – Motion by Karen and a second by Barb to accept the minutes of July 19, 2011 and agenda of August 2, 2011 with no changes.
- Finances
 - FY 2010-11 to Date – Meadowlarks grant money received. Awaiting receipt of City of Camarillo Grant. Balance sheet for 2010-2011 reviewed. Discussion about cost of missing banners: Betty will check with the school principals when they return. Preliminary budget for 2011-2012 reviewed in conjunction with last year's actual budget.
 - Unfunded Liabilities – Nothing new to report.
 - 2011-2012 Proposed Budget:
 - Business donations are lower, because there will not be ArtsLive money this year. We anticipate 4K from YAA Business Sponsors, a new category this year.
 - Event donations are lower, but individual donations are higher. The "general or other" category consists of donations from members and the "ask" letter. We will keep track of these funds, perhaps separate out the categories this year.
 - The Organization donations are all based on last year. Meadowlarks is a conservative estimate.
 - On the Expense side: The postage estimate might increase because of the anticipated "ask" letter. The awards/plaques/pins estimate will also increase to approximately \$500, for additional awards. The Festival Entry Fees expense may increase, as each of the middle school advanced bands and Off Beats may compete in festivals this year. The Dues expense increased because SOKM joined the Chamber of Commerce, and we have additional fees for the band directors to join professional organizations. The Uniform & Board Shirts expense also increased because we want to have uniform shirts for all of the YAA performing groups this year.
 - Discussion re: obtaining business sponsorship for concerts. PVEF and Cinemagic do this. Businesses could hang banners, buy T-shirts or ads, or on the website.

The business would sponsor a particular group, not a concert. The cost to maintain the middle school bands is approximately \$10K/group. The cost to maintain the Off Beats is approximately \$5,000.00. We should create a form and guidelines to submit to businesses interested in a sponsorship.

- Donations
 - We will plan Restaurant Nights this year.
 - Ralph's – We have to re-enroll people in the program this year after September 1.
 - ASK Letter – We plan to send the letter after registration, to remind people to donate at the end of the year. We will brainstorm ideas for the letter at the next meeting. It will be sent in October/November, after registration.

- Happenings
 - PVSD Music Calendar is not yet complete. It should be approved by 8/18.
 - Fall YAA Registration – Will be held on Saturday, 9/17 from 11-3, Tuesday, 9/20 from 6-7 p.m. and Saturday, 9/24 from 11-3. We need volunteers to register students. The band directors will demonstrate instruments at the various elementary schools from 9/6 – 9/16. The YAA brochure will be sent home with 4-th-8th graders before registration. A sign-up sheet was passed around.
 - Back to School Nights – Scheduled for 9/12, 9/14, 9/19 and 9/21. We need 1-3 volunteers at each school to staff an information table for SOKM. A sign-up sheet was passed around. We hope to have a DVD playing of the Summer YAA Concert and YAA brochures to offer parents.
 - Private Teacher List – We have approximately 12 people so far. We want to complete the list by YAA Registration. Only individuals are listed. The list will only include name, phone, e-mail, instruments taught, level(s) taught and city. No marketing information will be included.

- Board Stuff
 - SOKM Brochure – we have 5000 copies of the new brochure for distribution.
 - Camarillo Chamber of Commerce – Karen attended new members' lunch. We have a profile submitted, and will place a spotlight in the newsletter. All members are now on the e-mail contact list; please let Karen know if you are still not receiving e-mail notifications. We are also entitled to a free 1/8 ad in the Acorn and a month's worth of Member Messages in the weekly e-mail blast. We will use these for YAA Registration. We are able to attend 4 events for free; Barb is going to a breakfast meeting on 8/12 and will report her experience to us at the next meeting. They are also forming "leads" groups. Our ambassador/liaison is Lynn Lewis of Thunderbird Travel – she will attend an event with us, if she is asked. The calendar and schedule of events is on the Chamber's website. If you attend an event, such as a quarterly mixer or a monthly breakfast, please remember to bring SOKM brochures. Please let Karen know if you want to attend an event.
 - V.C. Talent Show – A "scout" may contact SOKM about promoting a local county talent show, hosted by the Boys & Girls Club.

- Acorn Ad – Remember to mention that non-PVSD students can sign up for YAA.
- Chairpersons 2011-12 – We still need to find volunteers to co-ordinate the various events and activities. A list of the events and activities, including those for which we need chairs, is set forth below:

Newsletter/e-mail:	Cathy Crook
Website:	Dick DeVillers
Grants:	Iain Anderson
Tax Preparation:	Richard Gatchel
Social Media:	OPEN
Constant Contact:	OPEN
Troubadours:	OPEN
Phone Tree:	OPEN
Restaurant Nights:	OPEN
Refreshments:	Keiko Chun
Equipment:	OPEN
Uniforms Shirts:	Keiko Chun

Karen has someone in mind for Equipment and Troubadours. Social Media refers primarily to publication and notification on Facebook and Twitter. Constant Contact requires monitoring e-mails, including those that are kicked back. Troubadours requires co-coordinating volunteers for various events. Restaurant Nights requires actual set-up and contact with the owners and managers. Refreshments is the organization and provision of drinks, ice, etc. Equipment requires someone to help physically move the equipment. Uniform Shirts needs someone to organize the ordering and distributing of shirts, and payment of money, including Board shirts and shirts for performers.

Next meeting Tuesday, September 13, 2011 at 7:30 p.m.
 Los Altos Site
 700 Temple Avenue
 Camarillo, CA 93010
 Room C-3

Meeting adjourned at 8:52 p.m.

Respectfully submitted

Melissa E. Cohen
 Acting Secretary