

MINUTES - CRSO STEERING COMMITTEE MEETING January 9, 2014 (Rowan County School Board)
(submitted by David Oyen)

Present: David Oyen, Gordon Towell, Phil Martin, Kent Freeland, Kay Freeland, Ewell Scott, Suanne Blair, Mac Luckey, Don Grant, John Viton, Mark Minor, Sharon Jackson, Curt Hammond, Gordon Towell.

Absent: Jennifer Cooper, Keith Kappes, Clyde James, Bobbie Caudill, Proc Caudill, Catherine Rogers, Mac Luckey, Sue Luckey.

12/16 minutes approved

Treasury Report:

Income - \$9375

Expenses - \$3169

Artistic Management Committee:

Don Grant reported on calendar dates. Dates available at the Morehead Conference Center include Easter Weekend and summer, which would not be convenient. John Viton suggested that the Little Auditorium at Rowan County High School would be a viable option, suggesting the weekends of April 5 or 12. Ewell Scott contacted Catherine Rogers about those dates – she will be returning his call. The options of the AAC or Weatherby Gymnasium were also discussed. Ewell called Rebecca McGinnis regarding the availability of Weatherby Gymnasium. Various dates were discussed but Sunday, April 13, 3 pm was settled on as a possibility in Weatherby – Fall Back option will be AAC and Rowan County Middle School Gymnasium on either weekend. Locations and date will be settled this week.

Further dates for concerts were discussed for the following season, September 21, December 6 given as for first two concerts (December 6 is Hometown Holiday). Dates in February and April will be explored by the committee, February 21-22 and April 11-12 are options.

Catherine Rogers called at the end of the meeting and April 5 is available at the Performing Arts Center, suggestion by David Oyen to reserve Middle School Gymnasium as a backup if the date is available. Don Grant suggested the middle school gymnasium as the first venue because of limited seating. Gordon Towell mentioned asking about the availability of chairs.

Ewell Scott reported that and Don Grant and their wives will be attending the London Community Orchestra concert on Saturday, March 15 and will dine at the Boone Tavern at 5pm and will be inviting the Society – would like to hear back within a week or so.

Fundraising Committee:

Sponsorship and Donation Level Structure was reported on. Ewell recommends renaming "Conductor's Circle". Minor suggested reducing "Concertmaster Circle" \$1000 from \$1500. David Oyen suggested a \$50 donation level. Suanne had information from the Lexington Philharmonic related to fund raising to provide the committee, which Ewell promised to study. Ewell then suggested new names for the donation levels that will be emailed to the committee. Kay wanted clarification on numbers of memberships conferred with donation levels when married couples make a donation. Clarification will be provided by Fundraising Committee. Kent suggested a separate fundraising structure for corporate donors. Kay suggested adding a donation level higher than \$5000. Ewell suggested going to a \$10000 level (diamond level).

Curt Hammond is working together with Toni Hobbs at MSU Communications and Marketing to put together a fundraising brochure. Drafts will be available to the committee. The goal will be to mail the brochure by the end of January, including dates for future concerts.

Kent Freeland researched Every Door Direct Mail – this would require printing and mailing 10000 for Rowan County, not a good deal for CRSO. Recommendation was to use Good Shepherd Printing to print 1000 postcards and mail with their bulk mail permit for ca. \$270. Ewell mentioned that this will be an letter with envelope, and we should still use Good Shepherd, as Jeff Fannin has shown interest in joining the CRSO Publicity Committee and have given CRSO good rates for program printing already. Pam McClurg at MSU can generate address labels, and MSU music donors may also be contacted. Ewell Scott mentioned asking Catherine Rogers to work again on the program for the next concert.

Don Grant suggested working on incorporating CRSO as a nonprofit in the future. Ewell has contacted attorney Earl Rogers about formation of a 501c3; he volunteered to do this on a pro bono basis if the CRSO does the work on the application.

Kent and Ewell worked on minor revisions to the bylaws that will be presented on January 26. Ewell presented a proposed nominating/voting process for the CRSO board presented by Mac Luckey. Kay suggested contacting members to solicit interested board members to end up being selected for the board. Don Grant mentioned that this was a mechanical issue not related to the bylaws and that the CRSO should take the traditional nominating committee to be expedient at the first meeting. Ewell suggested that nominations prior to the membership meeting should come to him. He also suggested that a person needs to be designated to maintain lists – members, donors, etc. that are currently being compiled.

Meeting adjourned – 4:57