

Board Meeting: 4/28
Rowan County Library

Present: John Viton, Ewell Scott, Curt Hammond, Jennifer Cooper, Mark Minor, Phil Martin, Priscilla Gotsick, Clyde James, David Oyen

Absent: Sharon Jackson, Don Grant

- Phil Martin expense report:

Ticket sales: \$1895
Pledges (pending): \$22,500

To date total income: \$50,183

Expenses to date: \$8844

Total balance \$41,339 (risers and radio ad still owing, invoice pending)

- Possible risers to be built at the middle school for CRSO. Ewell has an offer to raise \$ for project. Discussion about making the risers a little bigger than 4x8.
- Concert discussion:
 - Date/time: Problems with scheduled activities for children on weekends. All remaining concerts are on Sundays (except Christmas concert).
 - Location for final concert to change from Wetherby gym to the Middle School (check availability).
 - Time: possible time change for next year's concert. 3pm vs. 7pm – assess attendance
 - Publicity: Priscilla is working with Tony Hobbs on August newsletter. There is concern that there is still not enough publicity. Discussion of getting the word out to faculty and students.
 - * put banner at Perkins center for upcoming concerts
 - * generate more press releases in the upcoming weeks before each concert. Conductor, musician spotlights etc. Mark Minor to meet with Trailblazer (MSU newspaper)
 - Tickets: next year tickets will have a concert number to help with organization.
 - For future concerts at the middle school we may need to offer some money for their help.
- Brochures: Annual and quarterly payments are likely to generate more revenue (Curt and Ewell)
- Dinner/Dance fundraising event Nov. 21st or 22nd (jazz band and dinner). Ticket approx. \$100-200/pair. (Towell and Grant to organize). Approved by board to move forward with planning.
- Society: in an attempt to increase number of society members, Ewell suggests adding additional events with a pre-concert reception. Mellinis is a possible location.
- Next concert: Possibility of one program for entire season or one for fall/spring.
- Program ads: Curt suggests two or three pages dedicated to Morehead-only businesses, "Local Flavor". Ewell has contacted Chamber of Commerce for a list of businesses. These need to be divided up and we can individually approach them about having a place in our program. This needs to be done in advance to help with program preparation.

Minutes continued by Oyen:

Society Memberships were discussed, those purchased in 2013-2014 will be valid through the end of the 2014-2015 season.

- Curt Hammond will explore American Symphony Orchestra League Membership, possibility of internship for Arts Entrepreneurship Minors at MSU, and grants for CRSO in collaboration with Mary Jerde.
- Phil Martin commented that audience members appreciate programs of an hour in length. AAC will explore programming. Conductor may wish to speak more about each piece.
- Ewell Scott will attend meetings for Rowan County Schools String Program, explore collaboration with CRSO.
- Timetable for September Concert:
 - July 28 – Posters to Printer
 - August 4 – Begin Hanging Posters
 - August 18 – Program Content to Catherine Rogers
 - September 4 – Program to Printer