

# SMB:

## SARATOGA MUSIC BOOSTERS

A 501(c)(3) organization supporting music programs in the  
Saratoga Union School District  
and Saratoga High School

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### Saratoga Music Boosters (SMB) Regular Meeting January 14, 2019 - Minutes

*Attendance:* Total number of attendees present = 16 including the following:

Executive Board:

Nimisha Mahuvakar	Y	Amelia Shen	N	Sandy Miller	Y
Jennifer Wisdom	Y	Dipti Shrivastav	N	Beth Kingsley	Y
Revathi Koteeswaran	Y	Michele Loconzolo	N		
Annie Ying	Y	Jane Graham	Y		

Music Directors:

Michael Boitz	N	Jason Shiuan	Y	Andrew Ford	Y
Jon Jow	Y			Isabel McPherson	Y

*Location:* Room M103, SHS Music Building

*Call to Order:* The meeting was called to order at 7:07pm by Co-President Nimisha Mahuvakar. Mr Shiuan circulated materials from December's Mid West clinic for those who wished to review.

#### **Minutes**

- Presented by Jane Graham
- November 2018 minutes were circulated directly following the November board meeting
- Motion to approve November 2018 minutes made by Sandy Miller. Seconded by Susan Nakahira. Minutes approved.

#### **Financial Report**

- Presented by Revathi Koteeswaran
- Minor change to October 2018 financials previously approved at November 2018 meeting. As noted by Revathi: fixed rounding error totals and added retained earning row to reflect the \$38 deposit from 2017 that was reconciled this period.
- Motion to approve amended October 2018 financials made by Sandy Miller and seconded by Jane Graham. Motion approved.
- Spreadsheets and reports for November and December 2018 were distributed prior to the meeting
- Winter Guard and Winter Percussion funds deposited in January so not showing in these financials.
- Noted that t-shirt revenue – should likely be redistributed to correct fund (spirit wear).
- Actual funds compared to budgeted for each music program reviewed. Sandy pointed out we are still working with the initial budget from SUSD programs, so these numbers will be off until we revise that budget to more accurately reflect enrollment. All programs will continue to have follow up in an effort to increase the percent of families making a contribution

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- Cash flow, balance sheet, profit and loss were presented for both November and December 2018
- Financials included ratified November 2018 checks from Comerica #13684 to #13734 and ratified December 2018 checks from Comerica #13733 to #13768.
- Motion to approve November 2018 financials and checks as presented made by Beth Kingsley and seconded by Sandy Miller. Motion approved.
- Motion to approve December 2018 financials and checks as presented made by Jane Graham and seconded by Annie Ying. Motion approved.
- Some direct instructor payments were made in error at the end of 2018. Most of these payments will be voided, but if any are not there will be tax implications in terms of SMB needing to issue 1099s. We will need to co-ordinate with SUSD on this, as the district is the entity that does and should be making instructor payments and issuing 1099s.

### ***Budget Review SUSD***

#### ***Presented by Jon Jow***

- Marching band program was short about \$10,000 compared to original preliminary budget. Actual enrollment was 106 students but only approximately two thirds of families contributed to marching band. Revenue and expenses adjusted to zero out for the revised budget.
- Contribution participation has historically fluctuated between 70 and 90%, although since new state regulations came in it has been steadily decreasing.
- Still intend to make push for further program contributions, some programs are doing better than others in terms of financial participation
- Largest line item for SUSD is bussing for 5<sup>th</sup> grade beginning band. There is a meeting upcoming between SUSD music staff and SUSD admin to discuss how instrumental music might be incorporated into the school day, partly because this is a very large sum for any booster program to continue to underwrite
- Final version of SUSD budget will be approved at next meeting

### ***Budget Review SHS – tabled as Mr. Boitz not able to attend this meeting***

#### ***Membership:***

- Presented by Beth Kingsley and Annie Wong
- Membership is at \$99,011 including \$25,387 in matching funds as of December 31 2018.

### ***Gift Card Fundraiser Update – tabled as Jill and Dipti not able to attend***

#### ***Event Marketing Suggestions and Review***

- Corina Kuo circulated a document prior to the meeting summarizing suggestions that came from the marketing brainstorming meeting; Corina not able to attend
- Several suggestions outlined; some for immediate implementation, other ideas may need a longer lead time to implement

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- General consensus that SMB needs a higher profile at concerts – we don't need to be on stage but need to have a presence and be available to answer questions. Does not need to be the co-chairs, we can divide attendance.
- Could we use the stage change times to have music directors introduce board members and be available to answer questions?
- SUSD should be the main focus of these efforts – these are the parents that need to be educated
- Banners in the lobby of McAfee – yes. We do have banners – Beth Kingsley has them. Liaise with Beth to see if these will be suitable. There is also wire to hang banners, if we prefer, or drape on the table
- Post concert receptions – while they are a nice idea, since we now have weekday evening rather than Friday night concerts, concert days are long for the students and most families are ready to get home
- Would a visual help with the donation drive – a visual reminder of what our goal is and where we are at to goal. “Thermometer” type idea in the lobby of McAfee. Need to make sure people understand the difference between making a donation to SMB and adding some cash to the baskets circulated during concerts (basket donations are intended to help recoup the costs of printing programs, recording and other related expenses for staging the actual concert)
- Funds collected at concerts flow through ASB. The music program needs some funds in ASB as that account catches more one- off type expenses. The funds still go to the music program, just don't flow through SMB. Noted we should get an accounting of those funds annually to have a true picture of our revenue and expenses.
- Using more social media is a great idea – will ask Corina for more concrete plans at next meeting in terms of who might record and post short videos prior to concerts. Most people feel hard copy flyers are not effective – they don't make it out of backpacks
- Lack of communication with the alumni network is a major issue – even alumni parents who continue to financially support SMB do not receive communication. This is a big untapped market for concerts and events – we need to communicate with this group. Charms does not make this easy with restrictions on emails/day and the fact that it does not have a way to continue to capture families once they no longer have a student in the schools. Mr. Shuiian noted he attempted to email some alumni parents for the recent alumni jazz concert – it appears the emails were not received. This item requires follow up to determine how we can start communicating with this important group.
- Individual schools communicate school wide only – for example the principal of an elementary school would share elementary concert dates with their parent group, but not necessarily high school concert dates, and so forth., SMB could take the lead to communicate all concerts at all levels to all SMB parents. Particularly like to encourage elementary and middle school parents to attend high school concerts to develop a sense of how their children will progress.

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### Directors' Reports

#### Jon Jow

- Great Los Gatos Holiday parade – special shout out to the guard team who came up with a fun and impressive routine with limited teaching time
- Grateful to be team teaching with such an enthusiastic person who can also teach marching
- All holiday concerts went very well
- Redwood musical this coming weekend – Friday, Saturday and Sunday – all encouraged to attend
- Jazz CMEA in Feb, jazz and choir CMEA in March, mini tour to Vallejo in April

#### Jason Shuian

- Concerto competition completed – five students chosen from 16 who tried out. Very high caliber of performances, difficult choices. Selected students will be playing at upcoming concerts
- All state – 10 band and 5 orchestra students named to All State. Highly competitive
- County Honor Band – 19 SHS students named to County Honor Band, an excellent representation. Concert is this coming Sunday
- Winter Concerts all very successful
- Mid West Clinic – great trip, about 40 students. Enjoyed the opportunity to travel with a smaller group. Excellent opportunity for everyone to learn, hear other bands, meet fellow educators. It is an enormous event with a multitude of sessions to attend and bands/orchestras to hear.
- Sax Quartet concert with an SHS alum currently attending the very prestigious Eastman Kodak school; last week the quartet members also did a residency with SHS students
- Electives night for incoming 8<sup>th</sup> graders end of January
- Jazz CMEA, Homestead Orchestra Festival next events

#### Andrew Ford

- Regional Honor Choir in November – 8 SHS students selected; 5 continued on to all state which will be in San Jose in March of this year
- Joint Redwood SHS Choir Holiday concert; chamber singers also delivered carol-grams in December
- Winter Guard practiced over winter break – JV and Varsity teams. First competition end of January. Will go to Worlds in March in Ohio
- Choir now working toward hosting CMEA in March. Redwood students will also participate in CMEA this year
- Choir planning to do Valentine-grams

#### Isabel McPherson

- Parade and concerts great experience

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- Grateful for support from rest of music program, SHS students, other directors for first school concert experience
- Thank you to SMB for enabling me to attend Mid West clinic – great opportunity to learn and connect
- CMEA in March – hope to have multiple orchestras participate

### ***Presidents' Report***

- Need to form a Nominating Committee for next year's SMB Board. Have a lot of parents graduating this year – please start putting out feelers for new blood. Ideally would like to add parents of younger students who can grow with the program
- Redwood Musical is *Lost King of Ithiris* - this weekend. Please come see it!
- Question re: choir trip – there won't be one this year. The music directors did not feel they were in a good position with the LGSUHSD school board to secure support for the trip. Out of state trips require school board approval and the board has been very hesitant to support any trips – not just music - lately
- Can concert recordings be shared with our webmaster? They are huge files – not sure they can be hosted. Could possibly be transferred to YouTube. Andrew will send file to Angela

Meeting adjourned at 9:04 pm. Next meeting Monday, February 11<sup>th</sup>, 7pm.

### ***Upcoming Events:***

This Month:		
Jan 18-20	Fri, Sat, Sun	Redwood Musical at McAfee
Jan 20	Sun	County Honor Band Concert at Evergreen HS @ 3pm
Jan 26	Sat	Color Guard Competition at James Logan HS
Jan 29	Tues	Electives Night at SHS
Next month:		
Feb 1	Fri	Side by side concert
Feb 2	Sat	Jazz CMEA at Gunn HS
Feb 9	Sat	Color Guard at Independence HS
Feb 14 -17	Thurs - Sun	CASMEC Orchestra All State in Fresno
Feb 16	Sat	WG (Varsity only) Bakersfield

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## Summary of Motions

<i>Item</i>	<i>Moved by:</i>	<i>Seconded by:</i>	<i>All ok?</i>
Approve Minutes – Nov 2018	Sandy Miller	Susan Nakahira	Y
Approve revised October 2018 financials	Sandy Miller	Jane Graham	Y
Approve Financials – Nov 2018	Beth Kinsley	Sandy Miller	Y
Approve Financials – Dec 2018	Jane Graham	Annie Ying	Y

The meeting was adjourned at 9:04 pm by Nimisha Mahuvakar  
Next meeting: Monday, February 11, 2019, 7pm

Respectfully submitted by,  
Jane Graham  
Co-Recording Secretary