**AGENDA (Revised)**

**Cape Elizabeth Music Boosters Meeting**

**Thursday, October 15, 2020, 6:00 pm**

**Via Zoom**

Members in Attendance:

Abby Wark

Colleen Oakley

Melanie Tennyson

Hope Straw

Jenny Green

Elizabeth Scrifes

Gina Tapp

Joanne Lee

Rob Wheeler

Caitlin Ramsey

Emily LeBorgne

Jana Zimmerman

Megan McConagha

Beth Austin

Robyn Clay

1. Introductions to Music Boosters and welcome to Ken Wheeler

2. Teacher Introductions

Caitlin and Emily described CEMS music program that includes co-teaching 5th and 6th grade band and the changes secondary to Covid-19.

Joanne described CEHS chorus program that numbers 30 this year and the changes secondary to Covid-19. There is uncertainty where chorus will be located after tent taken down on 10/16.

Ken described challenges with technology and changes in CEHS band program secondary to Covid-19.

3. Financial Update

Treasurer presentation of the Year End report from 2019-2020, current financial status as of 9/30/20, and budget projection and assumptions for 2020-2021.  The 2019-2020 fundraising letter resulted in much lower total than expected and the cancellation of Jazz Cabaret due to Covid-19 in 2019-2020 meant no proceeds from this event that usually yields about $1000 after expenses.  Thus, starting cash is much lower than prior years at $9,010, which does not reflect the outstanding approved expense for the repair of an upright bass for up to $2,500. The 2020-2021 budget represents a gross estimation since it is impossible to predict what impact the pandemic will continue to have over the course of the year.  The Store estimate was lower in comparison with 2019-2020 based on the assumption that sales may fall in the second year.  Robyn arranged for the Store to be open the week after Thanksgiving and this timing may boost sales for the holiday seasons.  It was agreed that the budget would be kept fluid with some minor changes: separate the jazz cabaret income and expenses, reduce the estimated revenue from Amazon Smile, increase the anticipated store revenue due to more desirable timing, and adjust the scholarship line item to also include the 2020 scholarship award since the invoice was not received.

Beth, Robyn, and Caitlin will find needed information about the budgeted instrument repair.

4. Fundraising Letter

Fundraising letter project discussed with plan to send out letter by mid-November at the latest. Robyn will organize the project. There will be follow-up with email if needed.

5. Recruiting New Booster Members

We are very excited to see so new Members tonight and extend a welcome to each. Thank you so much for coming and sharing your time and ideas.

Caitlin explained history of the Cape Music Facebook page that gets information more directed to parents and Instagram more directed to students. Emily in agreement. Elizabeth Scrifes willing to coordinate social media posts on Cape Music Facebook. Teachers all admin on this page and can post their own information. Caitlin asked that anyone with Facebook page to ask others to friend the site in order to increase exposure. This could also increase parents’ awareness of Music Boosters and increase number of parents involved in Boosters. Teachers will continue to manage Instagram posts.

Joanne discussed PSA type video that could feature a musician from each program and perhaps an alumnus who was awarded a scholarship and their stories of what the Music Department means to them. Joanne’s family willing to produce the video if this idea went forward. Her end of year videos featuring each Chorus student definitely communicate the significant benefits of being connected to the program per Jana.

6. Open Volunteer Positions:

\* Publicity and Social Media Chair - Beth described the requirements of this low demand position that involves connecting with local newspapers, parent organizations, etc. and sharing publicity about scheduled concerts, honors, Jazz Cabaret with photos.

 \*Volunteer to shadow Megan this year and assume the role of Program and Website Designer for 2021-2022. Megan described the platforms she uses for programs but limited to about 6 high school concerts and Jazz Cabaret.

Discussed new idea of a periodic newsletter distributed to parents vs. adding link to existing website and e-mails to parents. Also discussed a dedicated space in parent organization newsletters that keeps parents updated of Music Dept. happenings.