

Westborough Fine Arts Education Association

Meeting Minutes – September 3, Westborough High School

In attendance: Chris O'Keefe, Beth Kinsky, Chris Martin, Kelly White, Michelle French, Michael Hyde, Mary McDermott, Alyssa Dver, Shona Plunkett, Katrina Banks-Binici, Kim Keogh, Joanne Scamurra, A. Allegretta

Executive Board Reports

Secretary - Katrina Banks-Binici

The minutes from the June 11 meeting were approved.

Treasurer's Report - Chris O'Keefe

September 2019

Expenses:

- o Typical summer expenses charged: \$19 for Filing the annual report with the Attorney General's Office (same as last year), tax filing fee of \$35 (same as last year) and \$140 for the renewal of PO Box rental (increase of \$4), paid accountants \$750. Website fee was paid in July, FY18/19.
- o Had one of the scholarship checks from 2017-2018 school year cash in July - \$100 listed in expenses this year
- o Expect request for reimbursement for drum major for camp (Chris O. will reach out to the drum majors)

Income:

- o \$1775 deposited for the ad book
- o \$174 from Willow Concert this summer (up \$45 from last year)
- o \$1175 memberships in Paypal (less \$21.65 of Paypal expenses)

Voided scholarship checks from 17/18 totaling \$450 (3 checks). Of the 18/19 scholarships awarded there is 1 outstanding checks, totaling \$250.

Taxes were filed.

For those interested, Year-End Budget vs Actual for the 2018-2019 year is included. Last year income was \$32,215 and expenses were \$25,597. There are potential invoices out from last year for the instrument replacement/repairs (about \$8,000).

J. Scamurra, M. McDermott, and S. Plunkett volunteered to audit the accounting books with Chris O'Keefe.

Membership

Memberships levels were re-vamped a bit this year.

- Levels
 - We have adjusted the donation amount for each membership level – still begins with basic membership at \$30 but the “cost” for each of the levels after that has been decreased.
- Member Listing
 - all members get listed on the website and in the concert program at the level of their membership
- Shout-Out/Personal Message
 - \$50 Applause level membership includes a shout-out or personal message to the student printed in the concert program
 - Size of the message increases as the level of membership increases
 - Business supporters will be referred to as Patrons and can no longer place ads with a family membership
 - Fine Arts Family Pass:
 - a pass is included with memberships beginning at the Cheer level \$75
 - this year it will provide admission to all music concerts (except for the Pops Night/Gala) and 1 each ticket to the fall and spring drama productions

As of Sunday (9/1) we have \$1,175 in memberships (10 members). For reference, we had a total of 60 member families last year. There are a few new memberships that have come into Paypal on Monday but have not been cleared yet.

This is the first year we have actually opened the year with membership active online so we are getting some memberships a bit earlier. Also we posted about the open signup on the Facebook page and sent out to last year's membership list with the invite to the 1st meeting.

Families who become members before October 1 will be entered in a drawing for a \$200 activity fee which can be applied to any extracurricular program (fine arts, athletics, etc.)

Fine Arts Director Report – Chris Martin

Thank you to WFAEA and the new executive board. Thank you to Beth and Kelly and their team for all their hard work over the summer. The website looks great.

Chris M. is currently collecting staff bios to upload to the WFAEA website. Scholarship forms are already uploaded to the website.

New staff welcomed this year include Dawn Shoneman (Mill Pond), Samantah Hakenson (5th and 6th grade band co-teacher & 8th grade band). Melinda Jaz, formerly of Worcester Academy, joins WHS Theater Arts, replacing Maura Smith who accepted a position at Boston University.

The deadline for the first payment for the Disney Fine Arts trip has been extended to September 20. As of tonight, there are 135 students registered for the trip.

This year the Concert Family Pass has been renamed the Fine Arts Pass and will include 1 ticket to the WHS Centerstage Fall play and Spring play, in addition to the HS music concerts. The Fine Arts Pass is given to WFAEA members at the Cheer level and above.

There will be no Gala this year and instead there will be a Pops night in May, closer to graduation. The event will be more casual. The theme this year will be community involvement and relationships.

The High School Choral Showcase will be held in October and the Choral Collage (grades 5-12) has been moved to January.

Update on Marching Band Seating: After lengthy discussions, it has been decided that the marching band stands will be in the end zone, closer to the cheerleaders and crowd. C. Martin will email the marching band families to inform them of this decision.

AD Book – Mary McDermott

In 2018, the Ad book had 37 advertisers. In order to increase the revenue from the Ad Book we need to solicit new advertiser and ad book listing information was sent out to 66 new businesses. A list of businesses was circulated at the meeting and meeting attendees were asked to note any businesses that they had a relationship with and would be willing to solicit them. This year Gabby Gu will work on the design of the Ad Book.

Website – Alyssa Dver

Photos of the various fine arts events will be updated on the website. The website user manual will also be updated so WFAEA board and other designees can work on the website if needed.

WFAEA now has a QR code for families to use to join. We discussed ways to incorporate in our PR this year, the code in posters for 5th grade band night, projecting on a screen in the auditorium during events, etc. We also discussed the importance of engaging with the elementary school parent groups and the possibility of including a link to the WFAEA website on Powerschool.

We also discussed ways to engage students using Instagram.

Arts in Common

Arts in Common is scheduled for October 5 from 11:00 – 5:00 at Baystate Commons. We discussed the possibility of WFAEA having a presence there.

Meeting adjourned at 8:35 pm