

**ASTA-AZ Board Meeting  
ASU, Faculty Lounge  
Tempe, AZ  
8/26/16**

**Meeting Called to order at 7:20 p.m. by Jonathan Swartz**

**Members Present:** Jonathan Swartz, Ted Buchholz, Laura Reed, Toru Tagawa, Mary Ann Ramos, John Haggard, Terry Alexander, Danitza Terzic, Wesley Hunter, Amanda Hartley, Jessica Breen

**Motion to approve minutes from last meeting:**

Amanda motions

John seconds motion

**President's Report:**

- Review of positions filled.
- We still need an ASTA CAP Phx Coordinator (communicating with Patricia Cosand to fill this).
- Laura is not interested in being the State Coordinator any longer.
  - Do we need a State Coordinator?
  - What is the responsibility of the State ASTA CAP Coordinator? Laura will help mentor the needs of the ASTA CAP regional coordinators.
  - If Laura mentors will she need to be at the ASTA-AZ board meetings?

**Membership:**

(Jonathan) A list was sent to the membership chairs of people who did not renew their membership to contact, as well as a list of teachers who have not been members.

- The challenge is getting the word out about what we are doing.
- Brainstorming about how to get people involved.

**Action Item (Jonathan)**

- Brochures for the ABODA meeting to pass out to possible teachers who might want to be involved in ASTA.

(Ted) The appeal to members was not the discounts but the "community" that ASTA offers.

(Wesley) We need to make a push at the University level.

(Ted) Benefits of joining ASTA at the University level may allow for student travel paid by the University.

(Toru) Workshops designed for the private teacher needs would be beneficial for drawing in members.

### **String Symposium (Jonathan)**

- Is adding another even too busy for the calendar?
- Should Fall Workshop turn into the String Symposium.?
- Jonathan has asked Nancy Buck to chair a committee to further explore future plans for a String Symposium with Cayce Miners and Mary Ann serving on the committee.

(Laura) Reports that there is uncertainty of collaborating with AMEA for the String Symposium.

Jonathan states that it will be up to the committee to decide what the future will be for the String Symposium.

- A proposal will be submitted and then presented to encourage other involvement once the initial exploration of String Symposium takes place.
  - (Terry) Should a survey be sent out to gauge what the members think would be the best time of year to have the SS event?
  - (John) If SS was after Solo and Ensemble, awards could be presented at the SS, as well as Teacher of the Year Awards?

### **New Email System- Mail Chimp (Jonathan)**

- Currently 238 subscribers.
- Jonathan would like to have a maximum of 2 emails a week to prevent overwhelming our members. (1 per week for event reminders/1 for other announcements/news)
- Jonathan has created templates in Mail Chimp for our different events, newsletters, etc, so that emails are consistent in format.
- Event Coordinators can create email notifications but cannot send. President, President-elect and Communications chair can approve and schedule emails to be sent.

**Action Item (Event Coordinators)** Jonathan wants to have an opt in list at all of your events to join the email distribution.

### **Treasurer's Report: Amanda**

- No change from last meeting

Checking- \$14,146.00  
Savings- \$1000.00

PayPal- \$2000.00

(Jonathan) 313 members

### **Fall Workshop (Terry)**

- Guest Clinician- Debbie Lyle
- Registration table at 8:30.
- Pita Jungle will be delivering.
- 33 Participants as of now.

Help: Toru and Amanda will help with registration.

Jonathan will pick up breakfast and we will help unload.

Prize for nationals registration drawing as well as a book.

### **Violacademy: Nancy Buck proposal as presented by Jonathan**

The main idea is to help prepare auditions and prepare and perform a concert.  
No event insurance needed.

(Ted) requests that Nancy speak to the people who put on Virtuoso Violas.

(Jonathan) Virtuoso Violas are not an ASTA event.

(John) states that there are many similarities between both events.

Jonathan question to the group- If Nancy doesn't meet her anticipated enrollment, can we support her financially to make it successful? Or do we ask that she have a plan to fill in what may be short financially if participation is not what is expected?

(John) is it possible to involve the viola professors from the other universities?

**Action Item- (Jonathan)** will reach out to Virtuoso Violas to inform them that we will be having a viola event.

### **Solo Competition (John)**

- A financial report still needs to be turned into Amanda.
- There were some issues with prizes.
- John said that there was concern that the accompanists were stuck waiting to see if they would be needed in the evening. Possible structural change?
- Should we do the Solo Competition one day with the performance somewhere else on a different day.
- Prizes- Cash prizes, Coda bow. Should we give less money or spread it out giving more students less of an amount.

Date set for October 29th- Still looking for a venue

The date could possibly change if the String Symposium happens.

(Contact Patricia to see what the arrangement was for ASTACAP for facility usage location)

### **Website Design (Jonathan and Mark)**

Needs-

(Jonathan) A tab to a page for job announcements.

(Ted) Space for ads & sponsors

(Jonathan) what is the process for changing information on the website

(Mark) The website is built on Wordpress so it can be easily managed by the organization.

(Jonathan) the first stage is that the event coordinators give Mark the information and then he posts it.

(Jonathan) Logo direction

Fresh design, let's explore the new logo option.

(Ted) One color for all writing

F hole same color as writing (2 colors total)

Vote from the Board to on exploring the design of both.

Mark and Jonathan will follow up on the website.

Jonathan adjourned the meeting at 9:40 p.m.



