

**AZ ASTA Executive Board Meeting, May 27, 2015**  
**ASU School of Music, Tempe, AZ**

Meeting called to order at 6:31pm.

Members present: Ted Buchholz, Terry Alexander, Amanda Hartley, Melissa Mahn, Jonathan Schwartz, Darian Douglas Taylor Morris, Laura Reed, Gail Rolland, and John Haggard.

- I. Intro and Welcome:
- II. Approval of Agenda
  - a. Ted opened the meeting and asked if there was anything to add to the current agenda. Terry would like to add reimbursement for mileage for executive members.

- III. Approval of Minutes:
  - a. Terry moves to approve the minutes. Jonathan motions to second. All approve the minutes.

IV: Reports

- A. President's Report: Changes to executive board.
  - 1. ACTION ITEM: Ted will send out a corrected copy of the executive board contact information.
  - 2. Ted has seen a 10% growth in membership numbers.
  - 3. Within the next couple of years there may be a national conference in the state of Arizona. Jonathan reports there have been coordinating efforts and proposals made. ASTA has shown an interest and will consider letting Arizona host the conference. 2016 will be in Florida, 2017 has not been announced, so Arizona may possibly be hosting in 2018.
- B. Treasurer's Report:
  - 1. Balance: Checking: \$9,891.58. Savings: \$1,007.24. There is still a lot of money sitting in PayPal that needs to move over, approximately \$250. It is more than last year.
  - 2. ASTACAP: Tucson: \$172.50. Yuma: \$38. Phoenix: \$1,387.10. Flagstaff: *PayPal info available only*: \$400. Total of \$1997.80. All judges have been paid.
  - 3. AMEA: \$600 spent for food and bar. \$50 for plaque for Amy Bennett.
  - 4. Most of the events have been in the black.
- C. Communications Report:
  - 1. Laura requests that she and Ted meet regularly to discuss plans and expectations.
  - 2. Laura and Jonathan spoke with Southwest Strings regarding working with ASTA.
    - a. There is a set rate for advertisements. \$100 for website bar for two months. \$200 for website banner.
    - b. Jonathan suggests some kind of rewards program for members with the companies who work with ASTA. He would also like to extend sponsorship to performance groups such as symphonies.
    - c. Terry suggests creating a QR code that lasts until the year is up. Jonathan is concerned the QR code could possibly be shared with

friends. Instead, the membership numbers could be used for purchases through companies. The companies could get a list of numbers only in order for their reference.

- d. Terry would like to check on the price of printing all event dates on fridge magnets to send to members.
- e. Is the newsletter something we'd like to continue? Email open rates are at 40%, but click rates are very low. Physical newsletters or reminders may get more action/attention.
  - i. Events chairs could submit photos of events for the newsletter.
  - ii. Terry suggests adding pedagogy tips to each newsletter. Darian volunteers to write up the pedagogy tips. Terry says the bottom of the newsletter could include an invitation for members to share tips and videos that can be added to the newsletter.
    - 1. Tips could include preparing for auditions, information for student chapters.
  - iii. The best way to get a response for someone to write an article is to personally ask someone to write one.

D. ASTACAP: Lots of work. More helpers needed to help run event. The websites and forms still need some work.

- a. It is violin heavy. What can be done to involve other instruments? Contact all the viola and cello teachers we know.
- b. Terry suggests creating a list of teachers of the students who are involved in ASTACAP.

E. Solo Competition: October 24<sup>th</sup>. No report on adjudicators.

a. ACTION ITEM: Jonathan will contact Harmony at Southwest Strings about continuing offering prizes to competition winners.

F. Bass Jam:

- i. Second year running with some help from the university. It was in the black and went well.

G. Cello Congress: Nothing to report.

H. Cellobration: December 5<sup>th</sup> possibly also the same date for Bass Jam. Last year parking was difficult because of other events going on in town. Gail says she is going to try to have an introductory session for parents of beginning cellists.

I. Virtuoso Violas: Not part of ASTA. Jeff Norman coordinates. ASTA advertises and offers them insurance. We could try to get them more involved in ASTA. It seems like it is more work to close the account and end the sponsorship. It is the only viola event, which is why it continues.

- a. ACTION ITEM: Jonathan will talk to Jeff about the event and try to straighten out the communication.

J. String Showcase:

- a. ASTA needs to continue to be creative. The guests have been great, but attendance could be stronger. This is the first year there has not been a soloist performing. There was the round table discussion, but it was a small group. The competition winners participated in a master class instead of perform in the showcase.
- b. Gail recommends continuing the partnership with ASU. The guest quartet will be present in February. A possible date would be Wednesday or Thursday. The discussion is tabled for new business.

K. Fall Workshop: Nothing to report.

L. Fiddle Fest

- a. One day event for players of all ages and levels to learn to fiddle. The last event hosted Sten and Lauren to help teach students. In the evening there was a concert featuring the guest teachers and ending with students playing the song they learned at the workshop.
- b. Taylor reports the event was very successful with numbers this year.
- c. The event was short \$270. Clinicians were paid \$1500 for tickets and their time. All teachers were paid. The budget was off due to faulty data.
- d. Discussion over reimbursing coordinators and teachers tables for new business.

M. AMEA Reception: 20-30 people showed. It was a success.

V. New Business and Unfinished Business

A. Fall Workshop

- 1. Venue and Dates- September 19<sup>th</sup> in Phoenix
- 2. Brenda Brenner- President Elect of National. Would it harm the numbers to host it in Tucson? Two sessions- AM and PM. She has experience in both public and private teaching. She could even pitch her vision for ASTA. Tetra String Quartet could speak with a general meeting during lunchtime. Day ends with an hour session of reading music.
  - a. Attendance needs improvements. Terry suggests having the membership chairs call up all the members in their area to push the event.
  - b. Students should be welcomed, not just teachers and college students.
- 3. Budget- Ted moves to budget \$1900 for Brenda Brenner to come for Fall Workshop. All in favor. Motion carries.

B. String Showcase

- 1. Jonathan would like to change the name. Suggestions include Spring Workshop, Winter Workshop, and String Symposium. String Showcase could become a mini national conference with multiple sessions.
- 2. John suggests in the future having a conference for all the different conferences (Cellobration, Bass Jam, Virtuoso Violas, etc.) come to the same place. ASU could host in different buildings. This event could be called the String Symposium.

- a. Gail moves to rename the event String Symposium. Jonathan seconds. Motions carries.
  - i. ACTION ITEM: Ted will update the website to reflect the new name.
- d. The event should start charging a registration fee.
- e. Gail raises the question of canceling the event. Jonathan suggests postponing the event for one year while the changes are undertaken. Terry suggests possibly relating it to the AMEA convention and having it in late January.
- f. The String Showcase will not happen next year, but will continue in 2017. In place of the workshop we will host a clinician at AMEA.
- g. String Symposium will be co-chaired by Gail and Jonathan.

#### C. Outstanding Studio Teacher

- 1. Nominations are due November 1<sup>st</sup>.

#### D. Recruiting

- 1. Memberships chairs will be in charge of contacting people.

#### E. 2015-2016 calendar of events

- 1. ACTION ITEM: Ted will contact the event chairs regarding the calendar.

#### F. Other Business

- 1. Reimbursement for coordinators to receive reimbursement for teaching at events. Currently no coordinators are getting paid.
  - i. Gail suggests there be a monetary cap available for coordinators who are teaching.
  - ii. Terry suggests it is the site coordinator's responsibility to budget in whether they have the money to pay the teachers. As long as the budget is set 30 days before the event, it will work out.
  - iii. The board will let the site coordinator decide who will get paid (teacher or coordinator) as long as it doesn't exceed their budget.
    - a. ACTION ITEM: Amanda will put together a proposal of how much it might cost annually to reimburse event coordinators so the board knows if it is something we can afford.
  - iv. Ted motions to continue the discussion until the next board meeting. John seconds.
- 2. When does the drawing happen for the national convention? The drawing should happen at the end of Fall Festival.
  - i. Amanda suggests having a raffle at the AMEA reception for the next Fall Workshop. Tickets for the raffle are handed out at the session ASTA is sponsoring.
  - ii. John moves to have a drawing to pay for one person to attend the national conference. Jonathan seconds.
  - iii. Darian moves to have a drawing at the AMEA convention for Fall Workshop. Taylor seconds.
- 3. Change the pictures on the website. Ted will need to call up the company and present them new pictures for the website.
- 4. AZ ASTA needs to find a new website vendor. Discussion tabled.

#### G. Mileage Reimbursement

1. The executive board should be reimbursed mileage for the drive to meetings. The current rate is 38 cents a mile.
  - i. Darian motions to reimburse executive board members for mileage for board meetings based on the federal rate. Amanda seconds.
  - ii. Gail moves to amend the motion to “make reimbursement available”. Amanda seconds.
  - iii. Ted clarifies that the reimbursement will require a reimbursement form.
  - iv. Ted proposes we vote on the amendment. The motion is seconded and then unanimously approved.
  - v. The board moves and seconds to vote on the original motion with the amendment which is seconded and unanimously approved.

#### H. Elections

1. The positions available are President Elect and secretary.
2. The ballots should stay electronic with the option open for individuals to request a paper ballot if they need. The board will announce a call for nominations at the Fall Workshop.
  1. ACTION ITEM: Terry will put together the ballot and candidates by November 1<sup>st</sup>.
3. The voting window will be open for two weeks.

Meeting adjourned at 10:20pm.