

Scituate Friends of Music
Minutes of April 13, 2010 Meeting
7:00 p.m.
Scituate H.S. Chorus Room

Attending: Paul Lemieux, Co-President
Debra Moxie, Co-President
Robin Hodgkins, Treasurer
Mary Ellen Schloss Robotham, Secretary
Susan Young, Parent
Ed Fiddler, Parent
Kathy Boluch, Parent
Christina Benoit, Parent
Michele Hagen, Parent
Marion Kaskiewicz, Parent

Note: The 7:00 meeting was preceded by a meeting of the fundraising subcommittee.

The minutes of February and March 2010 were approved as written.

Robin Hodgkins discussed the Treasurer's report. The officers had approved an expenditure of \$520 for a scholarship for the Disney band trip. Sally Tucker had requested that the student be funded as the student was not able to go otherwise and was critical to the band. Members noted that two years ago Friends of Music provided \$1500 in scholarships for Disney.

There was some discussion regarding the policy for providing the scholarships. Some felt strongly that students who are awarded the money should participate in fundraising efforts to offset the cost. There was a general agreement that Friends of Music should develop some guidelines about it (e.g., music program to provide written request for funds, for a vote at SFM meeting). It was also generally agreed that information about SFM scholarship money should not be broadcasted to the community at large since there is not enough money to distribute; the music directors should identify students in need privately; recipients' names should be kept private/undisclosed.

Operating cash is at \$3,363. The Alumni Fund has \$1,662 available. The Treasurer's Report was accepted.

Robin provided expense information from Spring for the Arts in 2009. Total profit for SFM was \$723. This year we will not need to purchase some items (food trays, napkins, order forms).

Letters were circulated from 3rd grade students with thanks for the opera trip funded by SFM.

The fundraising committee reported on their meeting which was held at 6:30, directly preceding the current meeting. Susan Young distributed the list of fund-raising ideas she presented at the fundraising meeting.

Ideas discussed at the main SFM meeting:

- Papa Gino's fundraiser
- Table at Heritage Days. Raffle off a wheel of scratch tickets. \$20 per chance. Is a big outlay – requires \$1,000 up front but can be a big money maker. We should ask the Chamber of Commerce if we can get a reduced rate for a table. Could do some other things -- hand out bandaids, face painting, hand fans or other way to cool people down. If allowed, students could sing and play music at the table or at the gazebo. Contact should be John Danehy, Scituate Selectmen and member of Chamber of Commerce.
- Fundraising calendar should be developed at the beginning of each year.
- Discussed large fund raisers done by Scituate Little League, Scituate Football and other booster clubs. These organizations do raffles that raise \$20,000 to \$40,000. Requires a big initial outlay (e.g., \$8,000). Little League had a raffle for a vacation get away. Could SFM do something like this that is music related (get away to a music performance, festival, etc). Ed Fiddler said he'd discuss the idea with Doug Trudeau. Need something with broad appeal that can attract people from outside Scituate.
- Should aim to have significant raffle near the holiday so tickets can be purchased as gifts.
- "Music Drives Us" campaign (run by Ernie Boch's son) provides funding for individuals, groups and organizations. The request might have to be through Bill or Sally.
- Concerts that bring in outside talent.
- T-shirt sale (see discussion below).
- Discount shopping cards for local businesses. Is shaped like a credit card and provides discounts to area businesses. Robin has done some research on this. Businesses want it to be valid Sunday through Thursday to encourage more shopping during the week. Students and businesses can sell the cards. Businesses decide on the discount.
- If selling expensive items, we need to be able to give people info on the tax-deductible status so they can claim a deduction. Will need the 501(c)(3) number,

possibly with a receipts or on Letterhead.

- At the next meeting, the fundraising subcommittee will work on a calendar of events, a summary of ideas, and a sign-up.

Kathy Boluch handed out ideas for t-shirts that she'd developed. She had slogans and one mock up design. She encouraged the group to think about the demographics and select different styles and slogans aimed at the different demographics. For teenagers, the idea would be to provide something that was a lot more "hip" than the typical Scituate blue and white. Something that teenagers would actually buy and wear. She was thinking about black t-shirts with gold lettering, using a "Nine Inch Nails" type of typography. V-necks for women's style. Can do a catchy line in front, with Scituate Friends of Music in back. Kathy is working with an art director who can provide some work for free (e.g., comps of the designs).

Providing these by late fall for Christmas presents and by the winter concerts would be good. At the end of the meeting, the t-shirt ideas were discussed again and it was agreed to discuss with Kathy (who had had to leave) whether we could create one version in time for Spring for the Arts, aimed at a younger audience. The "edgier" designs could be produced for the summer or fall.

Discussion turned to publicity.

- SFM could provide some funds for printing, or do the printing, of the concert programs in exchange for having SFM listed on the back of the program. This would defray the school's costs and would get SFM's name out to the community.
- SFM needs a tag line that indicates who we are and that we provide support for ALL grades.
- Advanced notice (2 weeks) is needed to publicize events in the Mariner. Nancy Young at the Mariner is a big supporter.
- We need to be aware that the Scituate Schools are sensitive about SFM sending out releases about school events. Schools want to send out their own releases. (Problematic in that this is not always done or not done in timely manner. Need to work on better coordination.)
- Paul has an email list of about 90 people who get the SFM emails. He can provide this to the fundraising subcommittee.
- Tom Rose creates the SFM website.

Discussion turned to Spring for the Arts, which is scheduled for May 13. Need a sign-up sheet for student and parent volunteers. Need permit from the Board of Health. Need tent, grills. Need to order food from the school. Need to review last year's lists.

Next month's SFM meeting will be held a week early so that additional preparations can be made for Spring for the Arts. We will meet on a Wednesday, not a Tuesday. Need to confirm with Bill Richter that we can have the chorus room for this time. The fundraising subcommittee will meet a half hour prior to the main meeting.

Spring concerts were discussed. SFM could sell candy and water at the spring concerts. Didn't do this last year but could this year.

Meeting adjourned around 9:00 p.m.

Next meeting:

Wednesday, May 5th at High School Chorus Room.

6:30 p.m. – fundraising subcommittee

7:00 p.m. – main meeting

*Minutes prepared by Mary Ellen Schloss Robotham
April 25, 2010*