

### **Mission Statement**

The purpose of the Montana Association of Symphony Orchestras (MASO) is to encourage, promote, and assist in the maintenance and development of musical programs of quality throughout the state of Montana.

### **Montana Association of Symphony Orchestras**

Board Meeting Minutes  
Wednesday, January 13, 2010  
Board Room, Chico Hot Springs

President Peter Bogy called the meeting to order at 10:10 AM and noted a quorum present; in attendance:

#### *Billings*

Sandi Culhane  
Jodi Ballou  
Candi Holzer  
Lynn Marquardt

#### *Butte*

Karen Porter  
Jennifer Grant  
Janet Shuttlesworth

#### *Glacier*

Alan Satterlee  
Marti Kurth  
Sharon Kennett

#### *Bozeman*

Bridget Garnsey

#### *Helena*

Ellie Parker  
Peter Bogy  
Cookie Pfeiffer

#### Absent:

#### *Missoula*

#### *Great Falls*

#### Also present:

Cinda Holt, Montana Arts Council Business  
Development Specialist  
John C. Barsness, MASO Executive Director

As there were no members of the public present, there was no public comment period.

#### Next Meeting

Peter raised the possibility of having a future meeting in Fort Benton at the historic Grand Union Hotel to get away from the formal hotel meeting format in Helena. The May 23 meeting is confirmed in Missoula, John Driscoll is busy making arrangements, and the Missoula Symphony has a new ticketing system that is of interest. However, there is also a consensus that it is a good idea to explore other orchestras' territories.

Minutes of previous meeting (posted on MASO Web site), motion from Alan, Sandi second, to accept the minutes; motion carried unanimously. Sandi asked staff to bring extra copies to the meeting.

#### Financial report

John B. distributed copies of the preliminary December 31 statement. Since bank statements will not arrive until later in the month it is therefore preliminary. Treasurer Alan Satterlee has a balanced statement for November, copies of the bank statements, and detailed transaction report. Sandi asked why educational outreach payments for the year are lower than she budgeted. The answer is, as discussed at the September meeting, the amount is set by the finance committee from known grants for the year plus total license

plate and contributed merchandise sales received during the previous fiscal year divided by seven. However, the final figure is not known until all payments have been received--and no check was received for the month of June (or July)—so the Executive Director calculated payments accordingly. Also, the state computer system is, as described by a contact at the Department of Revenue, “a mess” and sales cannot be tracked by date. The December financial statement included a detail of sales from the first half of this fiscal year. All should be divisible by \$20, which is MASO’s share of the sale, but two payments do not divide evenly, and several of the checks through December contained only July sales. At this point revenue is 42% of amount anticipated. John B. was instructed to determine if other non-profit organizations are having similar experiences with their license plate revenues. Sandi asked for additional funds to mitigate the \$240 in lost anticipated revenue. Motion by Alan, Sandi second, to set aside \$2,000 to cover this one-time educational outreach shortfall, to be reassessed by the end of the year, and if not needed will be returned to cash reserve. Motion carried 4-1.

Motion by Alan, Bridget second, to open an account at Whitefish Credit Union and transfer funds as needed to this account. Signers on this account are authorized to be: Peter Bogy, President; Alan Satterlee, Treasurer; John C. Barsness, Executive Director. Motion carried unanimously.

Cultural Treasures advertising is included in this year’s budget, staff will renew MASO’s ad by the end of January. Marti volunteered to coordinate the design again; several members indicated their logos had changed and will send her updated designs. Marti must receive any changes by January 31 at the latest. Motion by Bridget, Sandi second, for a \$100 stipend for Marti’s services; motion passed unanimously.

Regarding the reserve, Sandi suggested branding MASO as all-inclusive organization for symphonic music in Montana and create ads for PBS and FaceBook marketing. She suggested forming a committee and beginning the discussion. Marti described her service as chair of the Flathead Convention and Visitors Bureau and experience with TravelMontana. The state agency is coming around to the idea that cultural tourists, who spend more money and time than the perceived market of eco-tourists, are important and worth pursuing. Seven orchestras have more power together if they push the same message to TravelMontana. Jodi and Marti will work together on a proposal to be considered at a later MASO meeting.

#### Montana Arts Council

Cinda described changes to the Council’s Leadership Institute which began in 2003. It became too difficult to convene two-day sessions with participating organization board and staff members. Therefore the institutes will be Web-based and no longer on-site.

Cultural Trust grant applications are due August 1. Public Value Partnership grants are up this year and renewals will be based on final reports form FY2009.

Artist Innovation awards this year will be in literature and performing arts with a total of five awarded \$3,000 each; applications will be available on MAC's Web site in mid-February, April deadline, for a June decision. Opportunity and Professional Development grants have morphed into Strategic Investment grants with up to \$1,000 available and more things will be eligible for support.

#### Workers Compensation

Alan reported the Montana Nonprofit Association is not a viable alternative for Workers Compensation coverage as it is set up for organizations with a minimum payroll of \$500,000-1,000,000. Self-financing for MASO members, using the cash reserve as a base, is also not feasible due to small scale.

#### Volunteer Award

Peter announced Jan Wolter of the Great Falls Symphony is the selection for this year and she embodies all that the award stands for.

#### Orchestra reports

Peter reminded orchestras to submit a report summary for the record.

#### Spring 2011 conference planning

Copies of planning meetings from 2000 for the 2001 conference were distributed. A 2009 needs assessment showed interest in the following order:

- 1.) Fund Raising
- 2.) Marketing and promotion
- 3.) Staff development

Discussion followed on where to place a cart in relation to the horse (budget first to set limits or define the project then find out how much it will cost?) and that flowed into whether what we need is a conference or a horse of a different color. Montana Arts Council conducted statewide leadership sessions and Montana Nonprofit Association's conference addresses nuts and bolts issues for large social service organizations, and League of American Orchestras has its annual national conference. From that point the question became "precisely what it is we want?"

- For each orchestra to grow it's demographic
- Grow a database from the community
- Convening and professional development
- Develop relationships

The question then became "how do we get there?"

- One or more consultant(s)/researcher(s)
- Seven site-specific consultations
- Identify local resources
- Create a plan which helps move each orchestra to the next organizational level

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Consensus was to have a consultant meet with each orchestra over a given period, either to conduct local research directly or to work with contracted researchers to determine needs and resources for each, then bring all seven orchestras together to present findings and then to determine where MASO fits--perhaps helping to accomplish together what members cannot do individually.

It was agreed to develop a scope of work statement by February 15 and then to begin to identify consultants who are experts on symphony orchestra organizations by late March. The committee consists of Bridget Garnsey, chair; Sandi Culhane, John Driscoll, Alan Satterlee, and Cinda Holt if needed as a resource.

For planning purposes, there is a May 27 National Endowment for the Arts (Challenge America) Fast Track grant submission and John B. needs sufficient information to prepare a proposal not later than May 13. Humanities Montana may also be a possible source for planning grant assistance; John B. will investigate.

Meeting adjourned at 3:15 PM

Respectfully submitted,

John C. Barsness, Executive Director