

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.

Board Meeting Wednesday, May 26, 2010 Hilton Garden Inn, Missoula

Minutes

Next Meeting: September 29 in Great Falls, location TBA.

President Peter Bogy called the meeting to order at 12:18 AM. Also in attendance:

Billings: Sandi Culhane, David Hummel, Jody Ballou,
Candy Hoelzer, Heather Rosenfeld

Butte: Karen Porter, Mark Hayden, Janet Shuttlesworth
Helena, Allan R. Scott, Leatrice Lily

Great Falls: Marty Cowgill, Carolyn Valacich, Gordon Johnson, Bill Larson

Glacier: Marti Kurth, John Zoltek, Alan Satterlee

Bozeman: absent

Missoula: absent

Staff: John C. Barsness

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

Minutes of January 13 meeting, Karen moved, Alan seconded, to accept minutes as written; motion passed unanimously.

Minutes of March Financial Committee meeting. Gordon expressed concern that music library purchase was not included as a line item because it is extremely important to the membership. Peter assured him that it had not been eliminated, but recommendations for acquisition would be considered in the spring as a special expenditure from reserves. Also, there was uncertainty regarding the amount of Montana Arts Council's next four-year Public Value Partnership contract and was the primary concern in balancing the budget; the Council will not meet or make a decision until June. The financial committee makes decisions about the operating budget; the entire board makes the decision on how to spend reserves, so the matter will be more appropriately considered at the board level. Further discussion was tabled until later when the budget will be discussed in detail. Minutes were approved by acclamation.

Financial report for April was accepted by acclamation. If anyone wants to see expenditure details John B. has a copy available for any board member upon request.

Old Business

Proposed consultant residency project. Work on the project slowed because the committee chair and point person Bridget Garnsey, Bozeman Symphony's executive

director, left her position in early March. Alan spent a considerable amount of time preparing an RFP which he circulated to the six other executive directors for comment and received only one response. Alan offered to send it out again, and the Board asked John B. to make certain all members received it, with copy to Arni Fishbaugh, for response and a decision at the September meeting. (See document appended—JB)

Marketing report

Marti thanked MASO for sending her to the Governor's Tourism Conference in Kalispell last month. MASO was the only cultural organization represented with a booth at this year's conference and was therefore noticed. Lots of Monte Dolack's summer symphony posters were given away, which helped reduce Glacier's inventory. Since not all orchestras sent materials, she advised people to check locally for a member orchestra and it would have helped to have a MASO brochure listing resources to distribute. Jodi asked what it is MASO wants to sell for the MASO brand? Also:

- There are tremendous resources in *Lively Times*, *Montana Magazine*, Montana PBS, Public Radio, and social networking. Each orchestra could market the license plate on its Web site and FaceBook page, for example.
- The state Tourism Advisory Council (TAC) is finally, thanks to Montana Arts Council's unflagging efforts, discovering its cultural resources. There is money there for advertising, specifically to attract tourists (and they do not mean people from 50 miles down the road), but it must be accessed at the regional tourism "country" level. Shoulder and winter seasons are of particular interest and that is generally when orchestras hold their events.
- There are currently two arts representatives on the state Tourism Advisory Council (of which Carolyn is a former member).
- Montana Arts Council already has University of Montana ITRR data on economic impact of the arts and there were specific surveys done in two member locations.

Next step: it was agreed to print a MASO tri-fold brochure at some point; *Cultural Treasures* ad can be used for a basic layout with contact information for each. Marti and Jodi will report back on this project in 30 days.

Young Artist Competition

Allan said the budget is inadequate and the figures (documented expenses) from 2009 did not make any sense. (Budget was copied from previous Music Directors' approved request--JB) The coordinating organization's staff time is enormous, at least 100 hours, and MASO should reimburse it at \$25/hour for a total of \$2,500. The question is: how important is the competition to MASO?

Karen: It is one of the salient things this organization does long term.

Gordon: Incentive is the performance (with member orchestras), not cash; being in the competition matters, especially for their resumes.

Janet: As a parent of a contestant, the competition is wonderful because there are so few available in the area for students.

Bill: If we are looking for a project to remain viable, this is one.

YAC budget discussion moved to adjudication. Sandi asked about having an artistic representative from a major orchestra as a judge, and Allen replied that the rational is to have three judges providing expertise in strings, brass, and winds. In order to avoid any perceived conflict of interest there will be no Montana judges for 2011. There is also no formal rotation among the Music Directors as competition coordinator; it is simply whoever volunteers to take on the responsibility for each competition over a two-year span. There was consensus the host organization should account for time spent on the project for future planning, and consensus to allocate an additional \$1,000 for adjudication, and \$1,500 to the organizing orchestra.

Orchestra reports: Peter reminded Executive Directors it is an agreed-upon requirement to submit a 1-page summary for the record.

LAO Annual Salary Survey

Alan encouraged each orchestra to participate in LAO's annual salary survey and the Annual Orchestra Survey Report (OSR) as only 1-2 Montana orchestras currently submit the required information. With permission from LAO he distributed copies of the most recent survey to demonstrate its value to Executive Directors present; John B. mailed the remaining copies.

New Business

Budget for FY2011

Since Lynda Frisbey is no longer Bozeman Symphony's librarian, and she was the main contact for MASO library updates, it was agreed to offer the \$100 honorarium and duty to Kim, the Great Falls librarian. Gordon volunteered to ask her.

Motion from Karen to adjust the YAC budget to not more than \$9,320, second from Allan, amended by consensus to spend more on judges and less on coordinating organization; motion passed unanimously.

Marty presented a motion to accept the budget as amended, Karen second; motion passed unanimously.

Housekeeping

1.) Next MASO meeting will be in Great Falls, September 29, with a Cascade Quartet performance on the evening of Tuesday the 28th. Carolyn will coordinate with MASO, John B. will e-mail notice of this new date to the Executive Directors.

2.) MASO website revamp

John B. asked for e-mailed suggestions for any changes to the MASO site which will be overhauled this summer; Peter volunteered to be the point person and will be in touch with Jody on her research on this for the marketing report.

3.) 2011 schedules: John B. said that the scheduling on the website is out of date because not all member orchestras submit their scheduling when requested. Members should submit their FY2011 schedules to the MASO office where they will be posted, with corresponding links, on the Web site and as a free listing new this year on the *Montana Treasures* Web site.

4.) Peter directed Allan to insert “scholarship” between “cash” and “prize” on all YAC published information. John B. will forward an addition to the agreement as a guideline for winners to keep their scholarships tax-exempt. Otherwise, all prize money must be reported to the IRS as taxable income to the recipients. It has always been MASO’s intention to have this award assist with winners’ music education in compliance with IRS regulations.

5.) Peter appointed Karen and Bill as the nominating committee to assist him with an officer slate for the September election.

Due to discussion needed for previous agenda items, “It’s a Team Effort: open discussion on gift campaigning” was dropped.

Meeting adjourned at 2:48 PM.

Respectfully submitted,

John C. Barsness
Executive Director

Task list:

Nominating committee: Bill, Karen, Peter will prepare a list of officer candidate for election at the September meeting.

Peter: be point person for Web site updates and keep in contact with Jody on her marketing research.

Staff: Circulate Alan’s RFP to all members, with copy to Arni Fishbaugh.
E-mail notice of the next meeting date to the Executive Directors

Marketing committee: Jody and Marti report by June 25 on plans for a tri-fold brochure.

Gordon: check with Kim H. about additional library duties.

Carolyn: coordinate arrangements for Great Falls meeting with John B.

Executive Directors: e-mail next season schedule to John B. and edit respective listings.

***“Montana Association of Symphony Orchestras
Notice to Consultants
Symphony Economic Impact Study*”**

The Montana Association of Symphony Orchestras (MASO) solicits interest from consultants who wish to be evaluated and considered to conduct a Symphony Economic Impact Study for MASO. The Montana Association of Symphony Orchestras consists of 7 symphony organizations located in Billings, Bozeman, Butte, Great Falls, Helena, Kalispell, and Missoula. The project will be funded by MASO. The agreement will be for approximately 3 months in duration with the option for MASO to extend it for additional time if necessary. It is expected that the Consultant will visit each symphony location during the study period. The Consultant, with the submission of the Statement of Qualifications and Experience, accepts the responsibility for knowledge of, and compliance with, the guidelines and procedures stated within this noted documentation.

Project Description: The selected consultant will conduct a statewide economic impact analysis through the examination of economic impacts in their local communities by individual symphony organizations. The selected consultant will develop a detailed scope of work, work delivery plan and work program schedule to conduct the economic impact study. Four study objectives have been identified:

- quantify the economic impacts associated with each symphony in terms of total jobs, earnings and output;
- identify associated local businesses and industries that benefit from symphonies
- quantify the net economic contributions symphonies make to the local community, region and state.
- Identify and quantify where possible the benefits to the community in terms of educational programs offered by symphonies.

The economic impact analysis will follow nationally recognized standards and methodology. The study report shall be structured in such a way that individual symphonies will benefit from the results of local studies, but MASO will also benefit from a report showing statewide analysis.

Evaluation Criteria: The following information and criteria will be used to evaluate and rank responses:

1. Qualifications/Expertise of Project Manager and Team;
2. Creativity and Thoroughness in Scope of Work Development
3. Project Delivery and Reporting Approach;
4. References/Past Performances

Note: Following the selection of the Consultant, discussions will be held to finalize the scope of services and negotiate the fees. If agreement cannot be reached with the selected Consultant then negotiations will be terminated and discussion initiated with the second ranked Consultant with this process followed until an agreement is reached.

Submittals: Consultants are invited to submit their Statement of Qualifications at their

own cost. MASO assumes no obligation of any kind for expenses incurred by any respondent to this solicitation. The submittal should be submitted on CD's only and formatted as follows: limited to a total maximum number of ten (10) pages submitted on single sided 8.5" x 11" paper (if charts and/or graphs are utilized text must be a readable size font), and with type size no smaller than 12 point.

The Statement of Qualifications shall meet the following requirements or will be deemed non-responsive and will not be eligible for consideration of this work:

- Title of the Request for Qualifications, and your firm clearly identified on the cover of the proposal;
- Responsive to all evaluation criteria;
- Meeting page limitations and font size requirements; and
- Proposal submitted prior to deadline.

Materials submitted in response to this competitive request for proposal shall become the property of MASO and will not be returned. All submittals received will remain confidential until MASO and the successful Consultants sign the agreements resulting from this advertisement.

MASO reserves the right, if it deems action to be in the best interest of MASO, to reject any and all submittals or to waive any irregularities or informalities therein. Any incomplete, false or misleading information provided by or through the Consultant shall be grounds for non-consideration. If submittals are rejected, MASO further reserves the right to investigate and negotiate with the next ranked Consultant in order of ranking or to reject all Consultants and re-solicit for additional consulting firms.

Faxed or e-mailed submittals will not be accepted. One (1) CD of your proposal, shall be submitted on PC readable compact disc (CD-R), in Adobe Reader compatible (PDF) format. CD's only – no hardcopies, please. Submittals whether mailed or hand-delivered, must arrive at the following address no later than 5:00 pm on DAY, Month XX, 2010.

MAILING ADDRESS: Executive Director - MASO, PO BOX 1872, Bozeman, MT 59771-1872.

Any questions regarding the submittal process should be directed to John Barsness, Executive Director – MASO at (406) 585-9551.