

**FREDERICKSBURG JAZZ COLLECTIVE**  
**BOARD OF DIRECTORS**  
**Meeting Minutes 4/22/2014**

Generally we were trying to get our fearless leader Chris from beating us over the head to severely on past action items by promising this time for sure to get some SIGNIFICANT things done! Feel free to add to whatever is here from our recollection of the meeting.

**1. Web page responsibility:**

- a. Bruce offered to take the lead. Bruce will look at various commercial options including ReverbNation, Bandzoogle, WordPress, ... Abbe also suggested web-based options that might offer improvements over what we now have. Harold will help to take up the slack should the need arise. Bruce and Abbe have experience with a number of web-based platforms and will make this happen. Chris wants to be sure that we will own our domain name and not have to switch if we leave a given service. Harold wants us to be sure that we also have ownership rights to our database and are free to move it if desired.
- b. Nate mentioned that one of the guitarists who frequents our jams is also an IT person and might be interested to be more involved and possibly enlisted to help out with the website.
- c. Chris asked us to see if we are able to update the fjc event site (still shows him Becky's jam notice).

**2. Promotions and events:**

- a. Abbe will assist Bruce with fjc organizational and event promotions content for the website.
- b. Abbe suggested more use of the Free Lance Star, in particular, its Weekender section to get out fjc's message. Consensus was that we definitely need to do more advertising with the Free Lance Star, but given our limited budget of \$713.14 and the potential advertising cost of \$88/month we'll have to figure out how much of this is reasonable. Abbe (and Bruce?) also suggested use of the Whurks resource for getting out the fjc word.
- c. Bruce suggested that an efficient way to get our demo done would be to use a portion of the host bands presentation during one of the jams. This would provide something, presumably practiced and polished, suitable for online access by potential venues.
- d. Nate and Bruce suggested that we try to do more to reach beyond the current jazz audiences to boost our attendance. Towards this end Nate suggested making more use of the downtown library for events. All joined in on what the nature of such an event might be (educational outreach in context of musical presentations). Details to be worked out.

Thanks to Nate we now already have a date, June 22, for this. Abbe will help with the event's promotion and hopefully, we'll all help with the performances and discussion sections, but the primary duty will probably fall on Nate's and Bruce's shoulders.

- e. Harold would still like to have a contingent from fjc attend a Richmond Jazz Society event for an informal meet and greet and perhaps perform a tune or so at one of their jams before engaging in more formal efforts at coordinating on events. A request for an fjc crew to attend an April 1 event,

but maybe April Fools Day wasn't the best day for motivating an attempt at serious business. Usually Abbe has been the only additional taker for these efforts. Not easy to get more than one or two schedules to mesh for a trek out of town.

- f. We discussed trying to do more outreach with the local high schools, a task that Mike Barker made a stab at. Nate and Bruce mentioned that time constraints of the current K-12 assessment environment have made this a very difficult task.
- g. Nate and Bruce mentioned trying a renewed effort to get UMW more involved. A bit of a mystery here on what is going on.
- h. Harold briefly mentioned again our gearing up for an "First Annual FJC Jazz Fest" to take place on the Saturday of Labor Day Weekend in 2015.
- i. T Shirts!

### 3. The Colonial Jam:

- a. Bruce and Harold expressed concern to institute better quality control over the jams and to be sure that potential hosting bands are fully aware of the jam's format and requirement, including making sure that the host band is able to support jammers throughout the evening. In particular, the hosting band needs to supply a rhythm section able to handle Real Books I and II or, at least a substantial portion of the wish list that Bruce previously put together.
- b. Bruce suggested that if fjc members have to step in to play a substantial amount to save the day at a jam that the hosting band's pay be docked.
- c. Harold suggested that a way to expand the jam's hosting roster while not diluting the quality might be occasionally to supplement pay to hosting bands to attract bands from beyond the immediate Fredericksburg area. Chris mentioned that this may be a bit tricky to manage, because we have to pay enough to attract excellent musicians, while not paying so much that locals will rebel. Also, we have to keep our eyes on our mission to improve prospects for local musicians. The overall discussion focused on whether expanding our jam's rotation with quality and variety and adding an outreach component by bringing in musicians from outside (especially Richmond), might be worth the additional cost. Chris agreed that we should try this way of expanding the rotation, or at least he agreed to accept the wishes of the group – we didn't actually take a formal vote, but did discuss budgetary ranges (see financials below) within which members could operate.
- d. Jason Hammer has agreed to bring in sidemen from Richmond to host in May.

### 4. Financials:

- a. \$713.14 is in our account
- b. We agreed that expenditures in line with fjc's mission and the appropriate administrator's duties in amounts up to but not exceeding \$50 would not need our fjc Chairperson's approval. Above \$50 but not exceeding \$100 requires the Chair's approval. Expenditures above \$100 requires the Board's approval. But it won't hurt if we have been tapping the budget quite a bit to check with Chris to see how much more the budget can stand.

- c. Chris pointed out that fjc needs to be the entity paying the band to keep control over the jams and (not sure about this) to keep our 501c3 activities record square with Uncle.
- d. Once a band has hosted, we agreed that they should be granted one year free membership after which they pay the amount. However, we discussed this once before and concluded that this might be a problem if we had large ensembles hosting. Anyone have notes from the past on what, if any, resolution we came previously came to on this? Was it that only the host band leader gets the free membership?

5. Membership:

- a. 80 on the mailing list. 53 Subscribers and 27 members.
- b. Once a band has hosted, we agreed that they should be granted one year free membership after which they pay the amount. However, we discussed this once before and concluded that this might be a problem if we had large ensembles hosting. Anyone have notes from the past on what, if any, resolution we came previously came to on this? Was it that only the host band leader gets the free membership?
- c. Chris encouraged Bruce to ramp up the effort to find replacements for those valuable members that we may soon be leaving.
- d. Inducements to join. There was a general discussion on what we need to do to boost not only our membership but our number of members who will pitch in to actually work to help meet our mission's goal (expanded range of venues, music performances, educational outreach, provide more help with other duties such as logistics and promotions, ...). If I understood the thrusts of the comments it seemed that our membership drive has to include demonstrating that we have worthwhile musical efforts ongoing then couple this with more determined, and wider-reach promotions.

■ Submitted by Harold Brooks, FJC Archivist