

The Fredericksburg Jazz Collective

Ad Hoc Planning Meeting Minutes

May 10, 2018

Where: Central Library Room 2

Time: 6:00-7:30

Topics: Vice Chair Position; FAM Fall Project; ooShirts; Jazz Week in October, 2018

In Attendance: Harold Brooks, Production Director; Alvin Calhoun, Treasurer; Maxine Clark, Chair; Chris Fink, Webmaster; Stephen Hu, Promotions Director; Slam Stewart, Logistics Director; Sonja Wise, Guest Speaker ; Harry Wilson

Guest Speaker: Sonja Wise, Supervisor of Events & Marketing/Fredericksburg Parks & Recreation to hear about FJC's Jazz Week

Informed FJC that several events will be occurring in October: Rocky Horror Picture Show and October Fest. Things FJC should consider: Parking; Advertising: Visitor Center/Recreation Center; Publicity. If there is a culminating outdoor jazz event, consider the following: Parking; Which City Park; Indoor bailout location in the event of rain; Food/Beverage Issues; Licensing. Recreation Dept. could supply the following: needed licenses; tents; tables; chairs. Unable to provide additional manpower. Suggested that FJC might want to form a committee made up of individuals from the Library; Recreation Dept.; University Mary Washington ; Fredericksburg Area Museum. Grant money may be available from the Fredericksburg Arts Commission (FAC) Arts Support Program due by June 1st, September 1st, or, December 1st.

Treasurer: FJC balance is \$4395.20

Chairman: Spotsy Art Festival August 11-12, 2018. Filled in application. Sent info packet; May 17, 5-7 PM FAC Social; Volunteered to work on writing an Art Support Program grant in time for the June 1st deadline. Discussed the Vice Chair vacancy with Harry Wilson and recommended him for Vice-chair.

Vice-chairman Vacancy: Announcement/ Featured on Website

Productions Director:

FJC has been invited to perform for the Johnny Johnson Celebration on July 7, 2018. Would like to present a tribute concert for Fredericksburg's native, Johnny Johnson, a renowned local artist. Johnson was instrumental in helping the City of Fredericksburg adjust to the social changes presented in the late 1960-1970's. Members voted to support FJC's participation.

Promotions Director: Ordered medium tee shirts. Reviewed that a grant had been funded to produce a summer music event called Porchfest. Volunteered that his son had offered to draft an additional design for the FJC tee shirts

Webmaster: Jazz Week: Conceived as low risk alternative to a single day jazz festival by encouraging venues that already sponsor live music events to host a jazz band during a single week like the 2nd Week October.. FJC will publicize, hold workshops, sponsor lectures and exhibits. See Attached Webmaster Report below.

Logistics Director: Elaborated on Porchfest. Scheduled Aug. 18, 2018; 10 to 3 PM. In need of bands to perform.

FJC Webmaster's Report 5/10/18

We now have two different methods for tracking the number of visitors to our website, but it's going to take another month for me to understand how to separate how many were from actual humans vs. web crawlers and bots, so perhaps it's best to start reporting these figures in June.

We have a question on the agenda regarding who we want to allow to add events to our calendar. Restricting this capability to paid members-only gives us another carrot we can use to make membership more attractive, but also severely limits the number of events which will be shown on our calendar. Said another way, opening this capability up to any subscriber will allow more people to post jazz-related event notices, but it removes yet another membership advantage that we can advertise. My personal preference would be to open this up to all subscribers for about 6 months, to get them used to being able to post events, and then restrict it to paid members, as a means of enticing them to pay up.

FJC IT Committee Report 5/10/18

According to its subscriber list, the IT Committee currently has 3 members, including the Webmaster as director. Items the IT Committee is still working on include:

1. Adding Totals (preferably by account type) to the accounting printouts.
2. Testing the mechanism by which new FJC subscribers are (supposed to be) automatically signed up to the fjc-members mailing list.
3. Ensuring that all FJC members have valid membership expiration dates in our database, so we can test the mechanism by which these members are automatically sent dues reminders.
4. Integration of the new merchandise order form (when Alvin & Stephen provide the necessary info).