



2023-2024 Season

July 10, 2023 Board Meeting

AGENDA AND MEETING MINUTES

- I. Call to Order – 7:04 pm, Shaunda Murphy’s residence
 - Board members present:
 - President - Michael Ramirez
 - Secretary - Angela Aldridge
 - Treasurer – Shaunda Murphy
 - Board members At Large – Rich Gordley, Krista Baskerville, Hoang Bui
 - Board members not present: Kevin Allemagne
 - Also present: Nick Brown
 - It was noted that we have a quorum.
- II. Opening Remarks of the President (Mike Ramirez)
 - None noted.
- III. Secretary Report (Angela Aldridge)
 - The last meeting occurred on June 6, 2023. Minutes from that meeting were distributed via email. It was asked if there were corrections or comments regarding the minutes. Carl Johnson and Shaunda had provided corrections via email to Angela prior to the meeting, which were incorporated. It was noted that Angela should send the entire Board the corrected minutes when Angela sends the minutes to John Sens to post on the website. DONE 7/15/23 It was moved to accept the minutes into official record, and all Board members accepted. The minutes were accepted into official record.
- IV. Election of New Officers
 - This occurred at the 6/6/23 meeting and the 2023-2024 DMCO Board is as noted below:
 - President – Mike Ramirez
 - Vice President – Vacancy
 - Treasurer – Shaunda Murphy
 - Secretary – Angela Aldridge
 - Board members At Large – Rich Gordley, Krista Baskerville, Hoang Bui
 - Kevin Allemagne (clarinetist) has accepted to fill the vacancy on the Board. It was moved to have Kevin fill the vacancy on the Board, and the Board voted unanimously for Kevin to fill the vacancy. A nomination was made for Kevin to serve as Vice President, this was seconded and the Board was unanimously in favor of Kevin serving as Vice President. Kevin is officially Vice President of the DMCO Board.
- V. Treasurer Report (Shaunda Murphy)
 - Shaunda provided the financials as of June 30, 2023 via email. Shaunda noted that she has met with Carolyn Knittle a couple of times and is working to get up to speed on the Treasurer’s duties. Shaunda does not have QuickBooks yet. Shaunda has been

entering information into Carolyn's QuickBooks for now. It was noted that subscriptions to software like QuickBooks is available on TechSoup.org with discounted prices for non-profit organizations. Shaunda went ahead and signed up for QuickBooks, and plans to charge DMCO's credit card for the subscription amount (\$75/year). Carolyn Knittle gave Shaunda a thumb drive of the QuickBooks files.

- We received the invoice from Drake for the May concert. Shaunda asked if this needs approval from the Board to pay and Mike said no, this is a bill and does not need Board approval to pay. The payable set up for Drake for the May concert was \$1800, and the actual bill was \$2000. Shaunda noted that Drake charged us \$50 for parking instead of \$100 because of the issue with the track meet.
- Shaunda asked if we had paid a security deposit for the 2022-2023 season with Drake of \$500 that we should be getting back as this has occurred in past seasons. That answer was not known.
- Regarding the 6/30/23 income statement, Angela asked what was included in the Individual Contributions line item of \$5360 in the Administrative column. Shaunda said she would look into this.
- The financials as of June 30, 2023 were approved as distributed, accepted into official record and will be posted on the DMCO website along with the minutes of this meeting.

VI. Set Date for next Board Meeting

- **Tuesday, August 8th, starting at 7 pm, location TBD. Angela to ask Kevin if we can utilize his office for this meeting.**

VII. New or Unfinished Business:

- Concert location/venue for 2023-2024 season
 - Mike stated that we have all of the concert dates on the calendar to perform at Drake like normal (except for the Messiah). However:
 - The date for the 2023 Fall concert will need to be October 8th because of conflicts with Drake. Regarding the 2023 Fall concert, Carl Johnson is hoping we may perform that concert instead at New Hope church in Urbandale that has been considered as a potential new location for future DMCO concerts and/or rehearsals. The October 8th date does provide for 5 rehearsals plus the dress rehearsal.
 - It was noted that the 2024 Spring concert will be the same weekend that will have conflicts with the track meet and graduations.
- 2023-2024 concert season updates:
 - Winter 2024 concert information from Mike:
 - This is planned to be a Mancini concert – “Des Moines Community Orchestra as Des Moines Pops Brings You Mancini!”. This is in commemoration of Henry Mancini's 100th birthday and the plan is to present an entire concert of music composed or arranged by Mancini. The music alone will be several thousand dollars but DMCO will own the music. We will need corporate sponsors to make this happen. Mike is hoping for \$15K from Nationwide to fund this concert. We are exploring this Winter concert as a test concert for a heavily promoted and programmed pops concert.

- The planned opening piece and closing piece will be very difficult for the strings. The planned opening piece is “Overture to a Pops Concert” and the planned closing piece is “Strings on Fire”.
- Email received from Hector Morales (cellist): “Me and Carl have been talking about a possible collaboration concert between DMCO and one of the local Des Moines high schools. And in this concert, I think it would be great to perform for an audience that has (probably) never heard of our orchestra before! I talked with Jennifer Luft, orchestra director at Roosevelt and East High, and we got more specific into when our collaboration could be possible. I am very optimistic about doing this and it couldn’t hurt doing one extra concert in our already scheduled season.” Carl noted that he is in favor of the collaboration but had also been exploring other possibilities. Carl noted that they had discussed the possibility of combining East and Roosevelt orchestras to expand the reach.
 - One question discussed was where would there be room for two schools and DMCO to rehearse and perform? It would need to be a gym.
 - Another item discussed was that Roosevelt auditorium’s acoustics were not ideal, and there was no Wi-Fi. We are wondering what East auditorium is like and it was noted that we could ask Julisa Heredia (viola) if we wanted to find out more.
 - This discussion was tabled until the point when Carl and/or Hector have further details.
- Shaunda asked about the postcards we used to send out to advertise DMCO concerts. Rich noted that as the email distribution list grew, we stopped doing postcards and focused on email distributions instead.
- Mike noted that regarding our DMCO Facebook page, it appears that posts are now being done more regularly.
- A “packet” of information regarding DMCO needs to be created to simplify the process of asking for money and applying for grants.
 - It was discussed if the Board should ask the membership if someone is willing to put together this packet. It was also discussed what all really should be included in the packet.
 - Shaunda noted that we need to create a central location to house grant documentation so that it can be accessed by the Board and any designated others when needed. Mike noted that we have a desmoinescommunityorchestra@gmail.com account, with which we could utilize Google Docs. **Mike is going to send Nick the credentials to this account.**
 - **Mike is going to take the lead on putting a packet together.** Kara Mather had noted she could share the information she used to submit the grant request to West Bank.
- Regarding the DMCO website:
 - Mike noted that the Board terms need to be added back to the website.
 - Rich noted that the website needs to be updated; it needs to be “flashy”.

- DMC0 “tasks” update:
 - Mike noted during the 6/6/23 meeting that he will be putting together an email to the membership regarding posters, programs, concert announcements, grants, etc. **Mike noted during the 7/10/23 meeting that he is hoping to have the email done during the week of 7/10, and will send to the Board for input.**
 - During the 6/6/23 Board meeting, Nick noted that he will ask someone about being a concert announcer. Nick has a friend Terry Brown who is enthusiastic to help with a live read during our concerts. He’s done voice over work on the side for years. Didn’t seem like payment would be involved. **Terry would like to talk to Carl about the details and probably concert flow, and will need a script.** Nick gave him a decent idea of what we need.
 - During the 6/6/23 meeting, Nick noted he has a family member interested in doing the DMC0 posters. She wants to submit some poster ideas. Nick told her he’d get her concert details/themes – **Nick needs input from Carl on the themes for the 2023-2024 concerts.**
 - Hoang’s daughter provides the program designs for free.
 - Hoang has asked her daughter about taking a stab at modernizing our DMC0 logo, and she is willing to help, but needs ideas/some direction. **It was discussed that perhaps it is just the font that needs updating. Hoang will pass this along to her daughter.** We want to keep the logo black and white.
 - Shaunda noted that we used to have a jobs list. The Board needs to brainstorm all DMC0 duties, document them, and make sure they are assigned out. The last page of these minutes includes a form we used to use. It was noted that Mike’s email to the membership will include asking for help with various duties.
- Space Needs Assessment – Bravo has engaged Keen Independent Research to conduct a Creative Space Needs Assessment for Greater Des Moines. There was an open house conversation with the consultants on Monday, June 26. Carl and Mike attended this. It was noted that the biggest need is affordable space for rehearsals, performances and storage. Mike noted that the Central Iowa Wind Ensemble (CIWE) put a very detailed document together regarding space needs. Mike noted that the open house went well and this is something that will happen in the future, but will probably be a ways out.
- Potential grants update:
 - Kara Mather (violin I) completed the grant application and required information needed for the July 1st deadline for the West Bank grant. They told Kara the grant application will be considered when their grant board meets in August. Kara asked for \$5000. Kara noted that she could send any of the information that she submitted for future reference for grants.
 - Mike has contacted Nationwide and is at the stage where he needs the updated form, which Mike has taken the lead on as noted above. We will be asking Nationwide to sponsor our Winter Concert.
 - Josh Whitver (percussion) sent Angela an email with Hy-Vee’s donation request form. Josh has a friend who works at Hy-Vee and noted that the form

attached to the email can be completed and emailed to Jeilah.seely-bresley@hy-vee.com. It mentions their gift giving strategy is in support of, among other things, the cultural enrichment of children (perhaps a sponsor of the annual Fall children's concert?). This will be revisited once Mike has a packet created.

- We have not submitted for Farm Bureau Financial Services' grant for awhile. Angela works there and will look into this. This will be revisited once Mike has a packet created.
- Thoughts on working with the Des Moines Community Partnership – it was noted that their assistance is free of charge. Krista noted during the 6/6/23 meeting that Jenn Voss has contacted the Des Moines Community Partnership. Krista had not heard an update from Jenn on this.
- DMOS – another grant request idea. Deb Gordley had worked there. Rich asked if there is anyone in the membership in the healthcare industry. It was noted that Kathy Naja, Sue Sevedge, Emily Peterson, and Rachel Hersom are, and Rachel works at DMU. It could be helpful if one of these individuals helped with a potential grant from DMOS.
- During the 6/6/23 meeting, JR Deeds noted we should look into Facebook, Google and Bankers Trust.
- Nick checked on GuideOne. There is a public page for the GuideOne Foundation: www.guideone.com/about-us/guideone-foundation. Nick noted that the submission deadline is a ways off for 2024 decisions, and made a note about the eligibility section.
- Overall – once we have a packet of information to provide to help individuals fill out grant applications, we can document a list of potential grants and ask individuals in the membership who would be willing to take on each potential grant (like we used to do).
- Utilization of Standing Ovation for concert programs:
 - Carl/Greg Woolever forwarded an email from Heuss Publishing, the force behind Standing Ovation (June 26th). With a new concert season approaching, Standing Ovation asks for a new contract with them. The email included the rate card. 7/4/23 update: Greg emailed the invitation from Standing Ovation. If we still want to participate, the PDF form needs to be filled out and emailed back to the contact ASAP. During the 7/10/23 meeting, the following was discussed:
 - Mike noted that we cannot go 100% with no programs (utilizing just a QR code that takes people to an online program) and suggested that we continue with Standing Ovation for the 2023-2024 season. There is no cost for the basic offering from Standing Ovation.
 - Nick asked how much would printing our own programs cost. Shaunda noted she could look this up; however, Rich and others noted that it would be a lot of work for someone in our membership to put together the programs each time and have them printed.
 - It was decided that possibly changing to something else from Standing Ovation would be tabled for discussion until next summer, and that for

the 2023-2024 season, Standing Ovation will be utilized for concert programs. Rich and others noted that with everything else going on right now, we cannot do everything all at once.

- Krista asked if Standing Ovation could insert our donation QR code into the programs. This will be asked when we sign up for Standing Ovation for this season.
 - **Angela will take the lead on filling out the new contract with Standing Ovation.**
 - Mike noted he will continue to be the delivery contact for the programs. Mike will include in his email to the membership and ask for someone to be the relationship contact with Standing Ovation and be the liaison for organizing the programs for each concert. For now we will continue to have the relationship contact be Greg Woolever knowing that we will work to find someone else. One of Nick's responsibilities will be figuring out who is playing in each concert – that should make the job of the relationship contact with Standing Ovation easier.
- Post office box – has been changed and paid. New address is PO Box 1790, Des Moines, 50305.
 - Mike notified Banker's Trust. A forwarding order was put in place.
 - **ASCAP and BMI – Shaunda will notify.**
 - DMC0 website – Mike notified John Sens.
 - Regarding envelopes – Shaunda has contacted Greg W. and he has obtained 3 estimates/quotes for small donation envelopes. Greg is willing to place the order once we decide on the quantity we want and the company. But if we are going to update our logo, we need to wait until that is done, as the logo is on the envelopes as well. The quote comparison was reviewed during the meeting and it was decided to order 2500 envelopes from Financial Forms for a cost of \$237.50. **Shaunda will let Greg know this but it will be pending a new logo which Hoang's daughter is working on, with a goal of beginning of August.**
 - **Need to notify Drake. Mike will update this when the contract is completed with Drake.**
 - **Who is responsible for checking it regularly? Rich noted that he would take responsibility for this. Mike will give one of the two keys to Rich.**
 - It was noted that we could set up for informed delivery and could be notified via email if mail was in the box. This is free. **Mike is going to set up Rich and Angela on the desmoinescommunityorchestra email box, which could then be set up to receive the informed delivery notifications.**
 - DSM Fall/Winter Fun Listing survey submission – Carl forwarded an email from dsm Magazine on June 26th. We need to respond to this to be included. It was noted during the meeting that we are still unsure on date/time/place of the Fall concert. Rich will look into this. UPDATE: Rich sent an email on this 7/11 asking what information they need. Rich received a response and the free listing description

- allows for 100 characters. Rich replied asking for a link to our website to be included in the free listing. The contact wrote back saying they can include our website.
- During the May concert, Jonah Tibbits (DMCO trumpet) filmed/recorded the concert and has asked for links to be sent out to the membership. Need guidance from Mike on what should be sent out. The question was asked during the meeting if this is something Jonah could do for us going forward? **Angela will send the entire Board what Jonah sent from the May concert.** Shaunda noted that we should not be paying for livestream (\$400/concert) if the orchestra is struggling financially. **Mike will check with Jonah on if this is something he could continue to do for us. It was also mentioned that a static watermark with our QR code for donations should be added.**
 - DMCO budget discussion, including a fundraising goal – THIS DISCUSSION WAS TABLED
 - Tony (Angela’s husband) updated the financial analysis through May 2023 (year over year comparison back to 2017).
 - Notes from 6/6/23 meeting: JR noted that CIWE brought on a not-for-profit consultant who is helping them tremendously, such as with marketing support, budget, financials, strategic planning, running CIWE’s social media – and CIWE wrote a grant to pay for their fees. The firm is Ferrone Olson (ferroneolson.com) and is run by two people, Paul and Holly. Mike believes it would be worth looking into Ferrone Olson. JR noted that someone coming in to help is helpful – will talk through items such as what are we going to do for the next year and from that, what is the most important thing and how can it be split up? Shaunda asked about Jenn Voss and noted that before we hire someone, we should reach out to our own people who may have these same talents.
 - During the 7/10 meeting Mike noted that he filled out the form on their website and has not heard from them.
 - Larry Brennan’s agenda addition: There were some excellent suggestions at our annual meeting. One suggestion from the May annual meeting was to offer an additional performance involving a smaller ensemble. What do we think this would look like? THIS DISCUSSION WAS TABLED.
 - Issues with collecting dues throughout the season – thoughts on this process? THIS DISCUSSION WAS TABLED.
 - Krista noted that it is in the by-laws that dues must be paid by the 3rd rehearsal and if not, the individual cannot play in the concert. This is never enforced and Krista does quite a bit of work chasing people down to pay dues.
 - Shaunda asked how does Krista figure out who has paid online? Unless individuals add their name to their online payment, Krista has to trust that if someone tells her they paid online that one of the “anonymous” payments is that individual’s.
 - It was noted that it is preferred if members pay dues by cash or check.
 - Regarding credit cards, there is a fee for credit card usage and we have not set up the website to ask an individual if they would like to “cover” that fee as this is very difficult to account for.
 - It was decided that potentially raising dues would be tabled for the 2023-2024 season.

- Rich asked that regarding donations (not member dues) – would PayPal or Venmo usage be possible? Then it would be the individual sending in the donation paying the fee.
- Personnel Officer – Nick Brown. **Nick will be drafting a job description for Board discussion/approval before Fall concert rehearsals start.**
- Director of Development – Jennifer Voss. **Jennifer will be drafting a job description for Board discussion/approval before Fall concert rehearsals start.**
 - It was noted during the 7/10 meeting that a social media campaign across all platforms is needed, and is there someone in the membership who knows how to do this?
- Soloist pay and concert costs – need a DMCO policy. THIS DISCUSSION WAS TABLED
 - It was noted that Carl has committed to a \$800 guitar quartet for the 2024 Spring concert. It has not been decided where those funds will come from.
 - Rich noted that we should offer the option of tax deductions/in-kind donations to soloists instead of pay (the soloists could choose).
- Transition plan for Carl Johnson’s future retirement from the director position. THIS DISCUSSION WAS TABLED.
- Reminder: the Grace rental agreement was finalized and signed for the 2023–2024 season; next payment of \$875 due 8/15/2023, followed by \$875 due 12/15/2023 (total of \$1,750 for the season). **It was noted that there may be a portal for payments, and Shaunda would ask Carolyn how this works/who to pay at Grace.**
- JR noted that Google, etc. offer free drives for nonprofit organizations. JR noted that CIWE utilizes Microsoft Teams. We are in need of some sort of cloud drive where information can be stored and accessed by multiple people. **Nick will figure this out for us once Mike provides the login information to Nick.**

VIII. Any Other Business for the Good of the Order – none noted

IX. Adjournment – 9 pm

DMCO Board Officers and Committees

Officer and committee positions; some committee positions are filled by non-Board volunteers:

President	_____
Vice President	_____
Secretary	_____
Treasurer	_____
Membership Oversight	_____
Dues collection	
Membership eligibility records	
Fund Raising	_____
Personnel	
Membership roster	_____
Recruitment	_____
Publicity (Oversight)	_____
Website, programs, posters, etc.	_____
Newspaper, radio, other sources	_____
Bulk mailing	_____
Logistics	
Jobs list	_____
Concert dates and venues	_____
Equipment transportation	_____
Librarian / Music acquisition	_____
Internet address contact	_____
Social	_____
Liason with Drake catering	
Flowers for guest performers	
First rehearsal get-together	
Potluck/Annual Meeting	