

St. Cloud Municipal Band Annual Meeting Minutes

Date: May 1, 2023

Meeting Location: Tech High School

Board members present: Mike Knaak, John Creasy, Harvey Binder, Katie Johnson, and Vicki Johnson

Others present: Lowell Larson, Joe Fox, Andy Nelson

Board members absent: Patric Lewandowski and John Plantenberg

Meeting called to order at 6:01 p.m. with Chairperson Mike Knaak presiding.

Approve Agenda

Motion to approve the agenda made by Ms. V. Johnson. Motion carried.

Approve March 27 Minutes

Motion to approve the March 27 minutes made by Mr. Creasy. Motion carried. Note, Ms. V. Johnson abstained.

Discussion of fall concert: theme, date, tickets

Mr. Knaak said Mr. Fox was contacted by the Paramount regarding the SCMB fall concert. The Paramount was asking about a possible theme, a description for the concert, and will need a high resolution photo. This information will need to be provided to them by no later than Friday, May 5. Mr. Nelson said he would be able to provide this by the deadline.

It was announced the theme for the SCMB fall concert will be British Extravaganza.

Mr. Fox had asked the Board to revisit the ticket prices for the Paramount concerts. Mr. Fox said the sales from the fall concert were enough to cover the costs associated with it. However, Mr. Fox did indicate that things are getting more expensive. Mr. Larson said he paid \$18 per ticket at a concert he recently attended.

Mr. Fox had suggested the following breakdown:

- \$15 for regular admission.
- \$12 for seniors.
- \$5 for students.
- Free for children.

Mr. Creasy said with our current ticket pricing structure we would need to see close to 120 tickets to break even.

Mr. Knaak said similar organizations in our area have raised their rates in the past year, including the Minnesota Center Chorale. Mr. Binder said we will need to raise rates in order to keep pace with other organizations and the market.

Ms. V. Johnson made the motion to increase the ticket costs to the recommendation made by Mr. Fox. Motion carried.

A brief discussion was had regarding the proposed concert date for the fall 2023 performance. The concert is currently scheduled for Nov. 13, however, Board members were wondering if that date could be changed to Nov. 6. Mr. Fox will look into the matter.

Updates for May 8 concert; Pizza Ranch; Memorial Day; July Fourth?

Mr. Knaak provided an update on the Fourth of July concert. The location the band typically played at for the Fourth of July was still under construction. Last year, the band was in a new location near the pool, however, that location did not work – no audience and no electricity for our sound system. Mr. Knaak said he will try and schedule a meeting with the new fireworks chair to discuss a new location for the band. Mr. Fox has reserved the showmobile for the Fourth. A meeting is tentatively scheduled for 5 p.m. on Wednesday, May 3 to further explore options for the band.

Mr. Fox provided an update on the Pizza Ranch fundraiser on May 15. The event will take place from 4-7 p.m. with anyone who dines in having a portion of their bill donated to the band. Mr. Fox will post about the fundraiser on social media as well as make an announcement at the Paramount concert. Mr. Fox said he will be greeting people as they come in and will possibly have a brochure with some information about the band as well as a list of our summer concert series.

Ms. K. Johnson asked if the band had a Venmo account since people might want to donate to the band but might not have cash on them. Then we could have people scan a QR code that would take them to a site to donate. Mr. Creasy said the band does have a PayPal option. He will look into the QR code for PayPal. Ms. K. Johnson also indicated the QR code could be used not only at Pizza Ranch but at Barden Park concerts as well.

Mr. Knaak said he has not heard anything about the Memorial Day concert as of yet. Mr. Nelson said the music committee will be meeting later this week to discuss music for that concert.

Katie Johnson leave of absence request for the summer

Mr. Creasy made a motion to accept Katie Johnson's leave of absence request. Motion carried.

Marketing committee future and structure

Mr. Knaak wanted to discuss the future of the marketing committee. He wanted to brainstorm committee's scope, membership, and proposed outreach tactics.

Mr. Nelson had developed a document where is listed several possibilities the marketing committee could explore to help boost the band's presence in the community. Activities Mr. Nelson came up with included: developing a podcast, school concerts, developing printed materials, developing band member profiles, and fundraising. Mr. Nelson will share this document with the board members for their review and discussion for next meeting. Mr. Nelson said the issue regarding low concert attendance is something a lot of bands even in the Twin Cities area are struggling with.

Currently the marketing committee is Paul Habstritt. Mr. Knaak posed the question to the group about how many members a marketing committee would need to accomplish some of these tasks.

Other

Mr. Fox said he has reserved the showmobile for Memorial Day, Fourth of July, Meire Grove's Barden Park concert, and Rock City Jazz's Barden Park concert.

Regarding new members, Mr. Knaak said that he had the section leaders talk to the possible new members of the band discussed at the last meeting. All proposed new members were OK'd by section leaders. Mr. Knaak said these new members will be officially introduced at tonight's rehearsal.

Adjourn

Ms. V. Johnson made a motion to adjourn the meeting at 6:43 p.m. Motion carried.

Next meeting: 6 p.m. on June 5 at St. Cloud Tech High School.

Minutes respectfully submitted by Vicki B. Johnson