

St. Cloud Municipal Band Annual Meeting Minutes

Date: June 5, 2023

Meeting Location: Tech High School

Board members present: Mike Knaak, John Creasy, John Plantenberg, Katie Johnson, Patric Lewandowski, Vicki Johnson

Others present: Lowell Larson, Joe Fox, Andy Nelson

Board members absent: Harvey Binder

Meeting called to order at 5:59 p.m. with Chairperson Mike Knaak presiding.

Approve Agenda

Mr. Creasy motioned to amend the agenda to include a discussion on band shirts and stand deposits.

Motion to approve the agenda as amended made by Mr. Lewandowski. Motion carried.

Approve May 1 minutes and amended Feb. 27 minutes

Motion to approve the May 1 and amended Feb. 27 minutes made by Ms. K. Johnson. Motion carried.

How old is the band?

Mr. Fox stated Paul Habstritt had wanted to order baseball hats for the band and had wanted to include the year the band was established. There was some inconsistencies about when the band was originally formed so Mr. Habstritt had asked Mr. Fox to have the board make a final decision on the year of origin.

Mr. Fox, Mr. Knaak, and Ms. K. Johnson had done some research on the band's origins. Original references had been dated from 1887 when the band was first mentioned in the St. Cloud Times. Ms. K. Johnson's research had found references to a brass band in 1861. This included three references including a note about the brass band playing on July 4, 1862. Mr. Knaak had found references to the Union Band dating back to 1866 but noted that was as far back as he researched.

Mr. Lewandowski made the motion to formalize the band's year of origin to 1861. Motion carried with one nay vote by Mr. Creasy.

Discuss marketing job description

Mr. Knaak asked board members on what they felt the priorities for the marketing committee/position should be based upon last month's discussion. Mr. Plantenberg provided the following suggestions:

- Create awareness in the community.
- The need for more resources including a rehearsal space, equipment, lighting, etc. to make the band more competitive with other entertainment activities.
- Financial/community support.

Mr. Plantenberg suggested the band look at doing special events concerts including a Valentine's Day concert, a Senior Prom at the Whitney Center, and a high school band

ambassador program. He also said he would like the band to approach local businesses for sponsorship as well as promote the band on local radio including KSJR and WJON.

Mr. Nelson indicated his support for the ambassador's program.

Mr. Lewandowski suggested the band develop a podcast. His idea would include brief interviews with the members, a section for the directors to speak as well as clips of the music and a tease to the website and social media outlets.

Ms. V. Johnson said while she is supportive of the ideas, she has concerns with them. First, who is going to do the work to make them happen consistently? Second, how will doing these things gain new audiences? If people are already "tuned into" the band, they will be open to doing things like listening to a SCMB-based podcast or going to special event concerts. People who have never heard about the band may not know more about the band just by doing these activities.

Mr. Lewandowski said in order to make a lot of this happen the band will need to spend money. Mr. Lewandowski also floated the idea of charging membership dues and doing fundraising. He also suggested taking out ads for the Paramount concerts.

Mr. Fox said the band exists to play instruments. In order to have the band "do more" we need to build the drive for them to do so.

Mr. Knaak said he will take the information heard tonight as well as Mr. Nelson's thoughts from last meeting and develop a list of priorities for the band's marketing team.

SCMB shirts

Mr. Creasy said we are out of men's large shirts. He will be ordering more band shirts.

Music stand deposits

Mr. Creasy said the original stand deposits were set at \$20 – members would pay \$20 for a stand and then if they left the band AND returned the stand they would get their \$20 back. However, the total cost to replace the stand is \$40. And with some former members not returning their stands, the band has been losing money on this. Mr. Creasy suggested increasing the deposit to \$40.

Ms. K. Johnson motioned to increase the refundable stand deposit from \$20 to \$40. Motion carried.

Adjourn

Mr. Lewandowski made a motion to adjourn the meeting at 6:55 p.m. Motion carried.

Next meeting: 6 p.m. on July 10 at St. Cloud Tech High School.

Minutes respectfully submitted by Vicki B. Johnson