

St. Cloud Municipal Band Annual Meeting Minutes

Date: July 10, 2023

Meeting Location: Tech High School

Board members present: Mike Knaak, John Creasy, John Plantenberg, Katie Johnson (via phone), Patric Lewandowski, Harvey Binder, Vicki Johnson

Others present: Lowell Larson

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

Approve Agenda

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

Approve June 5 Minutes

Motion to approve the June 5 minutes made by Mr. Lewandowski. Motion carried.

Discuss Marketing Plan

Mr. Knaak provided handouts on his revisions to the proposed marketing working document developed by Mr. Nelson for the May 1 meeting. Mr. Knaak asked board members to identify a few projects that are doable. He noted that this list was also shared with Paul Habstritt, currently marketing person for the band.

Mr. Lewandowski stated unless the band is willing to put some money into the SCMB budget for marketing, these efforts would be unlikely to be successful. He indicated possible suggestions including paid social media advertising (Facebook/Instagram). He also suggested the band needs to develop a marketing plan.

Ms. V. Johnson suggested reaching out to the St. Cloud Technical and Community College's The Northway Group. They are a student-led advertising agency that possibly would be able to assist the band in doing some of this work. She suggested developing a scope of work for The Northway Group – if they agree to work with us – with the Board (or several Board members) overseeing the work.

Mr. Knaak said the two main focus areas for the marketing program would be assistance in securing long-term funds and to increase the audience.

Mr. Lewandowski said he would be interested in running the marketing campaign and be the main consultant on the design.

Mr. Plantenberg suggested relying on the word of mouth of current concert attendees to help grow the band's audience.

Mr. Binder said the Board needs to better define who we are and what we as an organization represent. By doing this, he felt this would assist in our marketing efforts and having people better connect with the band.

A discussion was had about why the band is tied to Barden Park for the summer concert series and if we should investigate other options.

Ms. V. Johnson shared concerns over getting people in the band to do more than they have been doing – a sentiment that was stated by Mr. Fox last month. In addition, she expressed her concerns about the way the Board was approaching the marketing discussion. She

stated our goal should be to reach new audiences (i.e., younger audiences) instead of just relying on our existing audiences/demographics. She said the suggestions being considered would really only reach those that are already aware of the band, and we should be looking for ways to better reach those that aren't aware of the band.

Mr. Binder provided a suggestion to coordinate with local music/instrument repair places to 1) market our upcoming concerts and 2) possibly sponsor a concert.

Mr. Knaak said he will reach out to The Northway Group to see if they would be willing to assist the SCMB with this effort.

SCMB Quarter 2 Financials

Mr. Creasy said both he and Mr. Knaak have been in contact with the City of St. Cloud regarding payment for services rendered. Mr. Creasy anticipates picking up the first payment within the coming days.

Mr. Knaak said he will mention to St. Cloud Community Development Director Matt Glaseman about including the SCMB in the 2024 budget conversations that will begin for the city relatively soon.

Mr. Creasy presented the 2023 Quarter 2 Budget versus Actual numbers for the SCMB.

Motion to approve the 2023 Quarter 2 Budget versus Actual made by Mr. Creasy. Motion carried.

Managing Sub List

Mr. Knaak asked who oversaw the subs list for each section and if it was being adequately managed. Mr. Larson said the section leaders are currently in charge of the subs list for their sections. Mr. Larson said he hasn't had any issues with this.

Other Business

Mr. Knaak said Mr. Fox had received an email from the Whitney Senior Center about the Christmas concert. The email had asked the band to move the concert up from 7 p.m. to 6:30 p.m. on Monday, Dec. 14 due to the Whitney Senior Center closing by 8 p.m. Mr. Knaak said he will bring this up to the band during tonight's rehearsal.

Mr. Knaak and Mr. Creasy also stressed the importance of having volunteers to arrive by 6 p.m. on Thursday nights for the Barden Park concert series to assist in set up. Volunteers will also be needed to assist with tear down as well. Mr. Knaak will bring this up during rehearsal as well.

Adjourn

Mr. Lewandowski made a motion to adjourn the meeting at 6:53 p.m. Motion carried.

Next meeting: 6 p.m. on Sept. 18 at St. Cloud Tech High School.

Minutes respectfully submitted by Vicki B. Johnson