

APO Board Meeting 11/18/2018  
Attendance: Marlina, Scott, Amy, Faith, Jordan

I. Updates

- Transferring purchasing from Scott to Amy
- Spano wants to premiere piece on march 2020
- Need a VP (Bradley percussion?)
- DJ and Brandon out

II. Recruitment:

- Music instructors
- Flyers and postcards
- Sending posters in community
- Ad spaces in ASO and other group's programs to advertise concerts and recruit members
- For the recruiting committee:
  - Brass
  - Violins and violas
- Recruitment committee
  - Lead: Jordan
  - Josh
  - Marilyn
  - Maro
  - Marius
  - Rachel
  - Bradley percussion

III. Media Committee

- Lead: Marlina and Scott
- Dillon
- Joe
- Flutes

IV. Social Media Presence

- Great nonprofits
- We can build up our guidestar and charity navigator for grants

V. Membership

- Types....Full....associate....permanent subs
- How do you sell membership?
- If you become member, value of comped tickets, voting rights, comradery
- Good morale for rehearsals
- Enough dues income and marketing

VI. New roles in Board

- A certain percentage of the board can be non-musicians
- Ticketing: need a non-member to deal with ticketing
- Emergency person/Stage manager to help out with the management

VII. Recording of concerts

- Move some videos from Bill to our youtube account
- Links to share with people
- Have hard copies of dvds and cds
- 1 for archive, 1 for solotist
- marketing : clips and excerpts...and marketing video

VIII. During break at rehearsals

- Good news/announcement
- Breathe, stretch, move around

IX. Action items

- Jordan
  - research youtube copyright laws
  - reach out to recruitment members
- Marlina
  - Can Bill use his credentials to upload on our youtube account
  - Update website
  - Reach out to members about media committee
- Scott:
  - Reach out to Chriss to see if would be ticket person (and invite to be on board)
  - Reach out to members about media committee
- Amy
  - Double check with Clint to see if can deliver music packages to him
  - Reach out to Colin clarinet about his partner being our stage manager (and be on board)
- Board:
  - Catalog instruments and music assets to get insurance after xmas dress on **December 8, 2018**
  - Full membership meeting/announcement during holiday dress rehearsal

X. For next rehearsal/holiday dress

- Reminders of dues.....
- Reminder of who to go to with concerns (Joe, member-at-large)
- Setting up/tearing down: assigning sections per cycle
- Inform group about Bill during holiday concert dress

XI. For next board meeting (Sunday, December 16, 2018 at 2pm at Scott's House)

- Need to review Governing documents
- What does it mean to be a member of APO? What is expected?
- Budget updates at board meetings
- Committee updates at board meetings

XII. For sometime in the future

- Dates for next season
- Coalition of queer music groups and groups in Atlanta?? (AFB, Voices of Notes)
- Strategic plan meeting
- Board retreat
- Surveys about our audience (for grants)
- Grant huddle
- Name change.....Think of short list for next year.....
- Create an FAQ on website about who we are and if people are interested in joining