

ESFRS Board Meeting Minutes
May 17, 2012

Attendees: Kathleen Schoen (Music Director) Peter Klassen (Member at Large)
Delores Peters (President) Rose Wolski
(Secretary) Elena Savage (Member at Large) Jackie
Lalonde (Treasurer)

Absent: Cathi Cowie (Registrar)

1. Call to Order at 5:00 p.m.
2. Approval of Agenda - **passed**
3. Approval of Minutes January 12, 2012 - **passed**
4. Reports from Board Members

Director's Report (attached)

Kathleen circulated a 1 page document "ESFRS – Year at a Glance" (attached) outlining the organizations general program & format structure that has been followed in 2011/2012. Kathleen motioned to accept this document as the general template for the programming structure of ESFRS for 2012/13 and beyond. Peter seconded; **motioned passed**. Rose made the suggestion of having a parent/family survey to obtain feedback on the group program. The board agreed this is a valuable means to further enhance the program and that other music programs have done this in the past. Delores motioned to pursue distribution of a parent survey for year end 2012/13; Jackie seconded; **passed**.

The Director's Report outlines current teacher issues. Discussion of these issues lead to the following motions: Delores moved to raise teacher salaries to nearest dollar to be closer to industry pay standards and would also allow for ease of accounting. Peter seconded; **passed**. A second motion made to increase Leigh-Anne Devries pay to \$45/hr, bringing her more in line with other teachers and reflect her level of commitment to the program; **passed**. The board agreed moves like these are important for teacher retention and hence a strong program.

President

Board Governance: Delores found a book on Board Governance that the board could work through at meetings a little at a time. She will try to get more copies and discuss at the next meeting.

5. New Business

a. 5th Anniversary Concert

1. Approval for special event purchase such as a cupcake cake. Elena checked into this with Save-On-Foods offering the best prices as follows:

24 cupcake cake costs \$28.99 (vanilla and/or chocolate)

6 pack cupcakes \$5.41

60 cupcake cake (vanilla & chocolate) \$68.80 plus tax.

Anniversary sign and table cloth for \$2-3 from the Dollar Store.

2. Tribute to teachers

Action: The board agreed to have something special for the last spring concert June 7. Elena to order a cupcake cake, tablecloth, etc as well as tribute gifts to our 4 teachers. Costs outlined below under 6.b.

b. Charitable Organization Application

ESFRS is a non-profit society, not a charitable organization, the latter allowing the issuing of tax receipts. The board made the motion to proceed with applying for charitable status – **passed**. A parent has volunteered to obtain the paperwork and begin the process which was forwarded to Kathleen and was circulated among board members for required signatures.

6. Old Business

a. On-line Banking (Jackie) – deferred until next meeting

b. Marketing & Promotion/Fundraising (Elena/Kathleen)

1. ESFRS group T-shirt and costing

Elena circulated a potential template t-shirt design and costs obtained through Jackie's workplace. **Action:** The board agreed to move ahead with this project with unveiling in the fall. We want them ready to use as uniforms for the concert in November 2012. Orders with payment will be taken from parents in early fall to get the correct sizes and to hopefully cover the deposit. The budget can carry the deposit and cost of extra shirts. **These shirts will be sold**

to new students so they can have the uniform shirt. *Delores: not sure about this last statement. They will just be offered to everyone – new and returning right?. We want a logo to go on the shirts. Kathleen has logo designs and she will work with Elena and Jackie on the logo. The goal is to complete this by mid summer. We will have 30 days to pay for the shirts. Thank you Jackie.*

2. Advertising rates with the Edmonton Child, SE Voice, The Examiner.

Elena presented several options. She determined that SE Voice has the best coverage of our target area for the price. A quarter page ad in August seems the best timing and value. The board agreed not to place any ads until a logo is designed.

3. Performing/Fundraising space at WEM, Kingsway and Southgate mall

WEM – has space for 30 – 60 minutes concerts plus set up and tear down time. They will provide some chairs and amps. Free.

Kingsway – need to be there for the whole day; available space is 10' by 10'; some chairs provided. This could be a fundraiser event, i.e. play-a-thon. Requires insurance.

4. Peel-a-Deal Fundraiser with Papa Murphy's Take' N' Bake Pizza – not discussed.

Proposed expenses from above items:

\$300 for shirt inventory

\$250 for performance spaces (i.e. Expressions Café)

\$75 for cupcakes for June concert

\$200 – 300 for teacher tribute at June Concert

Examining the expected carryover, we do have the money. We decided that these team building events are well worth the expense. **Approved.**

c. Liability Insurance (Peter)

Performing at shopping malls or City Hall requires ESFRS to have insurance liability. Delores indicated it is also a requirement in our lease. The board agreed to communicate by e-mail to work on obtaining insurance and review the lease on this matter. **Action:** Elena will send Peter the exact wording required for performances at shopping malls.

7. Adjournment at 7:25 p.m.

8. Next Meeting - September 20, 2012 to prepare for AGM and finalize yearly plans

