

We Believe In Music

North Andover Music Association, Inc.

A 501 (c)(3) Corporation

NAMA Meeting

Tuesday, September 8, 2020 at 6:30 PM via ZOOM

Attendees: Linda Burns, Kim Hearst, Karen Bussell, Luke Noble, Amy Ferguson, Natalie Kissel, Mary Kilpatrick, Kristi Hale, Heather Ursu, Jessica Belongia, Janet Manning, Michele Nachamie, Isabel Durning, Clay Ursu, Madeline MacLellan

Secretary's Report

- Notes from the August 11, 2020 meeting were approved.

Treasurer's Report

- A total of \$735 from the cancellation of Spring 2020 music trip has been donated to NAMA's future trip fund.
- NAMA received outstanding entry fee payment of \$125 from 2019 NESBA.
- AmazonSmile donation of \$41 received.
- Current deficit is projected to be approximately \$8000.
- The treasurer's report was approved.

Band Director's Report

- With regard to social media student officer, Justin communicated that Band has a general Facebook page, along with pages for each section.
- Board discussion about a student-run Band Instagram; Chorus has Instagram accounts run by student officers. Noted that Instagram is preferred among students.

Old Business

- Calendar updated for second Tuesdays of each month for NAMA meetings; ZOOM anticipated. Luke graciously hosting via his company; NAMA appreciates his generosity.
- Acknowledgement of thanks from NAMS for the Educator Software Pro package purchased by NAMA.

New Business

- CARES Act Funding approved for band bell covers. Justin and Chris have ordered appropriate bell covers along with MERV 13 filter fabric; they will investigate fastening filters via Velcro attachments.
- Franklin School request for funding a bass xylophone revisited (originally proposed in March 2020).
 - ❖ Cost will be \$1100 - \$1200; reminder that donations of items \$1000 and above must be presented to the school committee under Massachusetts law
 - ❖ Kim had already factored this donation into the current budget.
 - ❖ Board discussion about using this donation as publicity/opportunity for outreach to PTOs to inform elementary and middle school parents of NAMA's mission and to encourage NAMA donations. Points included the entreaty that elementary schools approach NAMA if they have a music need; the difficulty may be in meeting all needs in a year where fundraising may be varied. Point raised about diplomacy in fielding requests.
 - ❖ Proposal approved.
- Analysis of NAMA website/user experience is currently being conducted by Janet.

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- ❖ Comparison of *Google Sites* (more streamlined) vs. current platform of *Word Press* (easier to use if surplus info is removed; Janet is working on making it more basic in order to access the analytics and manage the open source content).
- ❖ Noted that teachers do not post directly on website; *Remind* app is used for time-sensitive alerts/notices.
- Current Fundraiser (NAMA water bottles and masks)
 - ❖ Status: 121 masks ordered (28 masks donated); 55 bottles ordered (13 donated).
 - ❖ Cost for 200 masks & 200 water bottles = \$1,194.25; Revenue = \$1710; Profit = \$515.75
 - ❖ NAMA and NAHS will include link to NAMA fundraiser in Principals' upcoming newsletters.
- Car Wash Fundraiser still prohibited due to drought conditions in town.
- Combination Food Drive for Senior Center/Mask + Water Bottle Pick Up/Sale proposed for Saturday, September 19 at NAMS.
 - ❖ 5 students per hour to help, with adult supervision.
 - ❖ COVID Safety plan must be submitted prior to approval (Heather will submit).
 - ❖ Reminder that students must disperse when their volunteer shift is completed.
- Band Update via Band President, Clay Ursu
 - ❖ Band meeting discussion regarding welcome posters for newcomers and encouragement to 8th grade band to join NAHS band.
 - ❖ Discussion about whether football season will occur in February, and whether band will play during games.
 - ❖ Plan to create Band t-shirts when school resumes.
- Chorus Update via Chorus Co-Presidents, Isabel Durning & Madeline MacLellan
 - ❖ Plan for upper classmen to welcome freshmen and newcomers via buddy system.
 - ❖ Plan to create video montages to promote chorus and post on social media.

Other Reports

- Linda proposed adding student band and chorus officer reports to the agenda going forward; they will immediately follow the Band Director's/Chorus Director's Reports.
- October meeting will be an official Member Meeting; Linda confirmed with Luke that attendees will RSVP to meeting and then receive a link to ZOOM in order to avoid having to publish a ZOOM link.

Meeting adjourned at 7:44pm.

Addendum

- Communications plan regarding Mail Chimp will be addressed by Linda and Janet after the October meeting, as Janet is still analyzing communications, and the autumn will involve fewer NAMA emails.
- October member meeting will include vote to approve Jessica Belongia as Co-Volunteer Coordinator.