

# We Believe In Music

*North Andover Music Association, Inc.*

*A 501 (c)(3) Corporation*

## **NAMA Meeting**

**Tuesday, January 12, 2021 at 6:30 PM via ZOOM**

**Attendees:** Linda Burns, Karen Bussell, Kim Hearst, Luke Noble, Natalie Kissel, Amy Ferguson, Janet Manning, Jessica Belongia, Susie Keaton, Michele Nachamie, Mary Kilpatrick, Hope Ralph, Heather Ursu, Isabel Durning, Maddie MacLellan

## **Secretary's Report**

- Notes from the December 8, 2020 meeting were approved.

## **Treasurer's Report**

- Income projection for 2020-21 donations adjusted upward to \$3750. Awaiting funds from corporate matching and Giving Tuesday fundraiser.
- Chorus t-shirts were a break-even event.
- Funding available for NAMS support, Jazz Night, etc.
- Projected shortfall of \$8278 in operating account for year.
- The treasurer's report was approved.

## **Chorus Presidents' Report**

- Virtual Winter Choir Concert still being recorded and edited, hopeful for February premiere.
- Choirs working on composing unit with inspiration from current events and poetry; new music introduced.
- Sara submitted grant application to the North Andover Cultural Council on December 12, 2020. Included were the following proposals:
  - ❖ Sound board for the NAHS auditorium
  - ❖ Condenser microphones
  - ❖ Portable recording devices
  - ❖ Choral masks
  - ❖ Additional cloth coverings for brass and reed instruments
  - ❖ Improvements to auditorium lighting

## **Band President's Report**

- Zoom sectionals will begin soon.
- Ursu Coffee Fundraiser resulted in \$100 donation. Thank you to Clay and the Ursu family.

## **Old Business**

- Band Rain Jackets
  - ❖ Susie presented various color swatches shown with interior and outdoor lighting, along with mockup of logos and color combination for jacket/hood from Band Shoppe.
  - ❖ The quote is \$12,918 for knight logo (five colors) on colored hood with colored jacket body and (two color) NA logo on front. Initial cost for each jacket is \$84.95 before customization. Lead time is approximately 4 months.
  - ❖ Ursu family has offered to pay for the cost of logos on the front of the jackets. NAMA appreciates this kind donation.
  - ❖ Longevity of color choices/logos were discussed, along with ease of repair and durability,

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and appropriate range of sizes.

- ❖ Board will vote on additional funding of \$3254 between the estimate, and the donation and corporate matched gift from the Hearst family. NAMA is grateful for this generosity.
- ❖ Susie will explore options for the knight logo with fewer colors, as it is currently priced at \$1554.
- ❖ Board will discuss options further and vote upon final choice/expenditure via email.
- Scholarship Rubric review meeting planned for January 14, 2021 @ 7pm via ZOOM.
- Proposed Virtual Fundraiser during Winter Choir Concert
  - ❖ Luke and Heather have introduced the idea of sponsorship to several receptive local businesses.
  - ❖ Sponsors would make a donation (specific amount TBD) to NAMA and make a 10-15 second video that would be shown during the Virtual Winter Choir Concert. Alternatively, businesses that make a donation could have their business logo incorporated into the broadcast.
  - ❖ Idea is to have YouTube premiere, and subsequent showings of concert on North Andover CAM.
  - ❖ Discussion points raised:
    - Communication to businesses that event is not professional level
    - Is advertising permitted on North Andover CAM?
    - Date of premiere needed in order to coordinate sponsors/donations/videos/logo placement
    - Would businesses want to sponsor a graduating senior/group of seniors for Virtual Spring Choir Concert?
  - ❖ Discussion will continue, as the concert is still being filmed/edited/sound engineered.

Meeting adjourned at 7:33pm.