



MINUTES TO BOARD OF DIRECTORS MEETING

Tuesday, September 12, 2017 7:00 pm

Wellesley High School Library: 1938 Room

In attendance: Darlene Howland, Myra Tucker, Linda Messoro, Patti Ayer, Denise Grossi, Heather Shaefer, Susan Kinney, Mike LaCava, Lisa Dalrymple, Elaine Gillim, Julia Miwa, Kelly Meraw, Teresa Matias, Christine Kovacs, Amy van der Wal, Stephanie Masiello, Kim Lysaght, Barry Braunstein, Dave Adams, Laurie Kelley, Lauren Connors, Leah Fine, Melissa Wilson, Molly Cote, Sergey Khanukaev, Michael Scholl, Stephen Wroblewski, Brian McManimon, Allison Madden

🎵 **Welcome, Introductions & President's Report**

Darlene Howland

Darlene opened the meeting and welcomed everyone. We love supporting the PA staff. Introductions followed...including Mike LaCava our new PA Director.

It was a busy summer for the Board! We streamlined the WHS orchestra, band and choral attire/outfitting process – thanks to Denise, Patti, Kim et al. The process will better involve parents of performers rather than POPS volunteers in ordering. Jazz bands for concerts will now wear formal attire. We appreciate all the support from the administration on this.

We facilitated the Treasurer transition – Myra met with other treasurers, moved to a local bank, got us on Quickbooks, and documented the protocols for reimbursements.

We met with Mike to align priorities between PA staff and POPS.

We starting working to fill Board positions... and continue to do so.

A letter was sent out from POPS president in back to school notices – Diane Zinck facilitated it going out in paper format. We will see if that makes a difference with donations.

2017-2018 Goals

- Review and revise bylaws.
- Website - review Weebly Store tool, link to Youtube and continue to grow with the organization.
- Redesign POPS logo – looking for someone with design or marketing background to help
- Work to get elementary school reps and work with PTOs to make this a PTO position
- Grow WMS and WHS dance program so they are seen as part of Performing Arts
- Foster co-Reps / co-Chairs for more positions to help share duties and prepare for smooth transition
- Develop/promote instrument donation program via Patti Rabbett who volunteered to help spearhead the effort– working with Sue on advertising
- Grants - \$20k match this year, more if we can via fundraising.
- Publicity – trying to get someone to help/shadow to take over after Sue “graduates”, we need more writers, as well. Looking to divide responsibilities into print and social media for the future. Continue to work with the Bradford staff on Senior Profiles. Create a publicity template form for teachers and reps to fill out.
- Grow our email list – we cannot tap into school records so need to capture emails at shows & events.

🎵 **Secretary's Report**

Linda Messoro

New secretary Linda Messoro sent around sign in sheet and will be taking minutes.

A motion was made to dispense the reading of the minutes from POPS Board of Directors meeting June 12, 2017 by Secretary Peggy Ho. Second. Approved (unanimous).

🎵 **Treasurer's Report**

Myra Tucker

Myra talked about taking POPS to the next level regarding financial reporting to help support the growth in Performing Arts. She thanked Michael Scholl for his last four years as Treasurer, and for his help in facilitating a smooth transition. The broad mission is to support students and educators in PA and her efforts include moving to best practices like getting insurance for POPS volunteers and officers. From a financial perspective there are two main aspects to POPS, (1) Donations, to support our students' educators and (2) parent booster-type club where POPS aggregates expenses for extracurricular activities and handles the ordering and disbursement across a group of students. She will track student extracurricular expenses by event, group etc. To support the financial functions we now use Quickbooks online – which fosters transparency, we can look at expenses online, and it provides detailed and itemized accounting to see event and item income and expense. It will help us generate acknowledgement letters and reimbursements more accurately and timely. Some changes will be made to the reimbursement process to address Quickbook needs. The bank account is transitioning from TD Bank to Wellesley Bank. The Fall fundraising campaign results – including paper request and “Donate” button - has raised almost \$3000 already, and we have \$11,140 in available cash right now. We are in a good place for the busy Fall season. Myra can be reached at WellesleyPOPS treasurer@gmail.com. Motion to approve Treasurers report made, seconded and passed.

🎵 **Publicity Report**

Susan Kinney

Sue thanked everyone who helped with information to get the word out regarding POPS. We are now on Twitter, Instagram and Facebook! When you are somewhere text or email photos and info to Sue – we like to stay current with posts. The major goal this year is to get the word out to grades 1-12 about POPS and Performing Arts. The three main venues we use are – (1) local media: Townsman, Swellesley Report, etc. (2) Social Media – Twitter, Instagram (to reach the kids), Facebook daily and multiple times daily (we are trying to use these two venues to also grow Alumni news – please send info about graduates to Sue) and (3) senior profiles – via a partnership between the Wellesley Townsman, POPS and The Bradford. PA teachers nominate stand-out seniors to be profiled. This year senior profiles will be embedded into the curriculum which will make it more timely and effective. Publicity needs right now include (1) people to help - especially good writers who can stick to deadlines, (2) POPS reps to please work with teachers directly to gather info for events including working photos as well as event photos, (3) people to be photographers at WMS and elementary schools to take performance pictures with students and faculty. { Steve added that, if possible, yearbook pictures of performance AT performance vs. posed beforehand which is stressful.} Sue stressed that she needed photos AND videos. Last year there was a pilot program with Schofield – where the goal was not audience development but rather exposure to our wonderful PA program starting in elementary grades. We want to expand that effort this year. Contact Sue and/or send information to wellesleyPOPS@gmail.com.

🎵 **VP Report:**

Patti Ayer

We are busy on a few fronts. We are working with faculty on choral attire. We are working to fill open positions on the Board - particularly publicity writers and fundraising help. We have started with Turkey Trot and Cycle Bar fundraisers – but we need someone to spearhead the efforts. We want to fill open spots with people who want to get involved. Let Patti know if you want to get involved or know someone who wants to. The Social is on Sept. 26th – please invite/encourage friends who might like to get involved.

🎵 **Rep Updates**

Denise Grossi & Heather Schaefer

WHS Drama reps will support Wro and the staff and volunteers involved in Sweeney Todd. The Spring musical brings in a lot of revenue via the program – especially business ads (last year \$6000 on business ads). The Parent Meeting is this week to get the information about the show out to parents.

MINUTES TO BOARD OF DIRECTORS MEETING (CONT.)

♪ **Director of Performing Arts Update**

Mike LaCava

Mike stated that he was thrilled to be here and shared some information about himself. His Performing Arts background includes working in Chelmsford Art & Music for 4 years, being a Band Director and teaching drama. His administrative background includes serving as a High School Assistant Principal and elementary school principal. This opportunity allowed him to stretch professionally – merging his Performing Arts and Administrative backgrounds. He met with staff & POPS this summer – and is very excited to work alongside both. His role includes supporting his staff to make the students successful. He would like to create a 3-5 year plan so there is a long term vision to strive for. He plans to work at the elementary level to invigorate the program to bring grades 1-2 in sync 1-12 so there is more seamless progression. His goal is to help everyone move to the next level.

♪ **Fall Social Gathering Reminder**

Patti Ayer

Tuesday, September 26 @ the Ayer home – 38 Martin Road

We want to socialize, get to know each other and have fun – and talk to/involve parents who want to be involved.

♪ **Reps meet with PA Faculty**

We want to work together and coordinate all efforts staff/POPS in sync and send a coordinated message.

Meeting was adjourned.

Minutes respectfully submitted by Linda Messori, POPS secretary.

UPCOMING EVENTS



	WHS Acatober Concert	October 20-21
	WMS 8 th Grade Chorus @ Providence Bruins	November 5
	WHS Fall Musical: Sweeney Todd	November 9-11
	WHS Fall Orchestra Concert	November 16
	WHS Fall Jazz Night	November 21
	WHS Band Concert	November 30
	WMS Fall Musical: Elf	November 30 – December 2
	Schofield Band & Orchestra Concert	December 6
	WHS Choral Concert	December 7
	WMS 8 th Grade Band @ State House	December 8
	WMS Winter Jazz Band Concert	December 12
	Hunnewell Winter Concert	December 13
	WHS One Acts	December 14-15
	Upham Winter Concert	December 15
	WMS Winter 8 th Grade Choral Concert	December 19
	Schofield Winter Concert	December 20
	WMS 7/8 th Grade Band & Orchestra Concert	December 21
	Hardy Winter Concert	December 22