

MINUTES TO GENERAL MEETING

Tuesday, September 11, 2018 7:00 pm in the WHS Library 1938 Room

In attendance: Patti Ayer, Joanna Bandte, Sarah Baron, Annabelle Bexiga, Randy Brummette, Sheryl Ceriani, Jenni Colone, Molly Cote, Linda Duffy, Marisa Gandler, Christin Gillooly, Melissa Golembewski, Wilson, Jolie Helmbrecht, Phylliss Hill, David Homa, Darlene Howland, Laurie Kelley, Sergey Khanukaev, Mike LaCava, Melody Lack, Allison Madden, Marybeth Martello, Brian McManimon, Linda Messori, Lisa Moore, Matthew Polletto, Lesley Prowda, Patti Rabbett, Heather Schaefer, Katie Speed, Jane Thompson, Myra Tucker, Anne-Marie Zuchowski

🎵 **Welcome, Introductions & Presidents Report** *Patti Ayer & Molly Cote*

Patti opened the meeting & welcomed everyone. She shared the new format/guidelines for meetings to be more productive and more cognizant of time: (1) Introductions, (2) Quick Board reports and (3) Break-Out working sessions.

Everyone went around the room and introduced themselves.

Molly reviewed the new meeting format in more detail – President, Secretary (minutes and approval), Treasurer and Director reports would be brief, about 2-3 minutes and more time and attention would be paid to new business discussion and break out working sessions. Any available detailed reports would be provided with the minutes on the website for all to review at their leisure.

Patti reviewed the goals for the year:

- We will continue to focus on publicity and marketing but will re-group the resources into Social Media and Print Media to best address each medium; Sue Kinney will be responsible for Social Media – Facebook, Twitter etc. and Lisa Moore will coordinate print media – the Wellesley Townsman, the Senior Profiles etc.
- We will also continue to put energy into Fundraising, both traditional, easy efforts like CPK Nights and one, primary large effort being spearheaded by Wendy Paul and Carol Morrow. These efforts will complement the ongoing donation drive.
- We have decided to utilize some new technology to more effectively manage the growing number of Performing Arts families. We are using **Flipcause** to manage our website and coordinate pieces of our fundraising and performance efforts. It not only tracks donations more completely, but also manages pieces of our performance efforts like bundles. We are also utilizing **Constant Contact** for our communication. It helps us streamline and better manage contact lists, links and consistent information across the performing arts platform.
- We are also putting into place processes and protocols for various positions to more easily pass on jobs and responsibilities from year to year.

🎵 **Secretary's Report & Approval of Minutes** *Linda Messori*

Linda Messori sent around sign in sheet and asked for a motion to accept the minutes from the June meeting. Darlene Howland made the motion to dispense with the reading of the minutes and to accept them as is and Lisa Moore seconded – the motion was unanimously passed and the minutes were accepted.

🎵 **Treasurer's Report** *Myra Tucker*

Myra was happy to report that fundraising surpassed expectations last year with the help of the Sweeney Todd bakeshop and some large family donations. We gave out \$37,000 in grants this Spring which allowed us to support our wonderful Performing Arts staff. Details can be found on the website. We are off to a good start this year with donations. Myra mentioned that she is looking for a co-treasurer to transition treasurer duties to next year. More detailed information can be found on the Treasurers Written Report.