



DEEP ROOTS
MUSIC COOPERATIVE

DRMC Board of Directors Minutes of Meeting / "DRAFT"

Date:	April 18, 2011
Time:	7:00 PM
Location:	Kingstec Campus, Business Development Boardroom
Present:	Colby Clarke (Chair), Peter Mowat , Trish Gerrits (Recording Secretary), Bernie Young (Treasurer), Don Regan, Joel Stoddart, Kathleen Hull, and Ernie Robinson

1.0 APPROVAL OF AGENDA

Approval of Agenda– **Motion Carried** *with changes* (moved by Don, seconded by Joel)

2.0 APPROVAL OF MARCH 21ST MINUTES

Approval of Minutes – **Motion Carried** *with changes* (moved by Bernie, seconded by Ernie)

Change:

- Under Operations Update section 5.0 - "A cheque in the amount of \$3,650 was requested from MNS"

Review of Action Items:

- Still pending - Colby will contact Peter Sheppard regarding submission of the Kings County Grant.
- Colby sent union letter via registered mail on April 14th, 2011 cancelling our agreement

- Peter was in touch with Aaron Allen to discuss the website contract and, in particular, some clarification around the following clause:

After the new website is up and running for a year (estimated as May 1, 2011), in year 2 and onward, Aaron Allen will donate additional hours for updates/training/changes in return for 'Festival Builder' recognition and the following benefits: credit for these services on the website including Allen Design logo and link, and other onsite promotion opportunities, recognition by MC, and 6 passes to all Festival events (including 2 Sponsor BADGES for Aaron and a Guest).

3.0 TREASURER'S REPORT (Bernie Young)

Bernie reviewed the current cash flow report with the members.

Action: Bernie will contact Ticket Pro and request an advance on May Concert Ticket sales.

Administrative Team Meeting:

Bernie coordinated and chaired an Admin Team Meeting on Sunday, April 12th at the DRMC Office in Wolfville. The purpose of this meeting was to discuss the logistics involved with running the day-to-day operation of the DRMC office – especially during our Festival – and who could volunteer their time to handle some of these tasks.

4.0 OPERATIONS UPDATE

March Break Camps Update – Peter Mowat

A March Break Camps Report was compiled by Jenny MacDonald.

Action: Peter will contact Susan Jeffries regarding the March Break Camp and future endeavors.

May Concert – Ernie Robinson

Ernie submitted a Publicity Update on the May Concert (See Appendix I)

Emerging Artists – Peter Mowat

A proposal on the Emerging Artists Program was presented by Jenny MacDonald. Peter and Bernie will negotiate this proposal and a determination will be made as to whether or not we can move forward.

Action: Bernie and Peter will follow up with Jenny on her proposal for the Emerging Artists program.

Festival Update – Peter Mowat

Festival activity/logistics is underway with David Carmichael working on the program; contracts are being signed and submitted; and the first committee meeting is being planned.

Summer Student

We received a grant from government to hire a summer student. The government will pay \$8/hour towards their wages and the DRMC will top it up to achieve minimum wage. Resumes have been received from three qualified candidates.

Action: Peter will speak to Lisa regarding the selection of the summer student and the supervision of that student.

5.0 BUSINESS PLAN (Joel Stoddart)

Joel circulated a one-page Business Plan document to all members for review and discussion. (See Appendix II)

Colby, Joel and Kathleen will meet once again to discuss next steps and to determine what key pieces of information for our business plan already exists.

6.0 OTHER BUSINESS

Reporting to the Board – Colby Clarke

In order to streamline reporting and make it easier for everyone, the following will take place:

- Secretary emails agenda to all members the Monday prior to each meeting
- Monthly reports are to be emailed to the Secretary the Wednesday before each meeting
- Secretary will compile a meeting package and forward electronically to all members the Wednesday before each meeting

ECMA Report – Colby Clarke

Colby provided an update on the ECMA Event in PEI.

7.0 NEXT MEETING

May 16, 2011
Kingstec Campus, CSS Boardroom
7:00 PM

8.0 ADJOURNMENT

Motion to adjourn at 9:15 PM – **Motion Carried** (moved by Kathleen)

APPENDIX I

Blossom Blues Concert Publicity Report - April 14, 2011 by Ernie Robinson

We have, thanks to Bernie Young and Peter Mowat's negotiations, been sanctioned as an official event by the Apple Blossom Festival, and as such will appear in souvenir programs and through all their media materials. Our initial idea of putting a car carrying Mr. Andersen or the Hupman's (for \$300) in the parade was decided against--not due to the cost, but in thoughtfulness to artists we wanted rested for their fabulous performances! We have designed a low-cost but highly-valued prize draw to promote early sales in every piece of our publicity plan--we intend to sell out 1000 seats before the concert--1200 seats sold constitutes our aim: a sell-out. Valley Events is promoting a second draw for the same reason--theirs is for 2 tickets. K-Rock and CBC will be provided pairs for promotional on-air contests to keep us top-of-mind in the next two months.

The publicity for the Blossom Blues Concert has had a \$2000, and up to last week all but approximately \$460 of these funds had been allotted. This will pay for sanctioning fees and for the design of a poster by expert Steve Slipp. The financial decisions have been as a result of brainstorming, then planning and executing, overseen by Bernie Young, with input from various Board and Festival committee members --in particular Peter Mowat, Peter Sheppard, Lisa Hammett Vaughan and Karen Corey after consulting with certain people being paid for their services. These included graphic artist Steve Slipp, and printer Dan Sweeney. The official poster was released April 13, and 300 are printed to be put up by volunteering board members and myself. The efficiency and artistry of our official poster came due to the efforts of Bernie Young, Ernie Robinson, Karen Corey, Lisa Hammett Vaughan and especially Steve Slipp. To my knowledge, Wendy Elliott will not be asking for payment for her expert writing--perhaps a suggestion can be made on how to thank her.

Artists' agents and photographers Dan Culberson, Bruce Dienes, and Steve Kennard contributed information and photographs. Wendy Elliott has volunteered to write an article for April and May's media distribution, all of which will be distributed thanks to the creation of professionally-presented earlier media releases with a very long and exacting media distribution email list. A lot of effort went personally into promoting our show in the student newspaper, but although given time at an editorial meeting, no articles or social networking resulted, even after offers to help promote our concert online had been made by editor Aislinn Robinson. She is still a Facebook friend. Similarly with Duncan Ebata of Acadia's redandblue.ca site. On the other hand we have been extremely well-looked-after by Jeremy Novak who has given us free classifieds, newsletter space and will for only \$62, provide 2 ads in the Grapevine (one each in April and May, the May 5 ad is hoped to be a front page). The Herald's Shelly Phillips has booked us for two 3 inch square ads on the final two Thursday "What's Happening" pages before our May 28 concert. Dave Chute of Apple Valley Scoop has booked us for a one-third page ad (shared only with Elvis who has yet to leave the building) on their Valley Events page. Online photos and text presence originated from Bernie Young and Ernie Robinson's collaborations which are to be found on www.valleyevents.ca. Community events online, red and blue at Acadia with the assistance of Duncan Ebata. Our media released information can be found, thanks to Peter Mowat, on our Deep Roots website. Colby Clarke developed the Facebook page that has shared our event with close to 2000 people so far. And road signs have created a buzz in the community, with 6-8 local businesses participating so far (we ask for "just one week" between now and May 28. We want more, and farther afield (e.g., HRM). These neighborly businesses will receive a thank you certificate for their place of business and have received email thanks as they join in.

Our poster campaign began with one large b & w photo of Andersen behind bold letters --on yellow 8.5 x

11. These posters did their job ---with \$20 for 250 spread around Wolfville to Digby by board members. A distinctive larger tiled colour version appears in the Box of Delights, and Cochrane`s Pharmacy --it is a display that cost less than \$20--rather than the \$130 one lone laminated poster would have cost.

There will be 50 x 15-second ads promoting our Concert on K-Rock who will have on-air personality Darren Harvey as our MC and will promote us in all their corporate media---however we are not to expect to be shown on their Blossom parade float or van without paying for the privilege.

The financials will be presented at the meeting on paper as they are buried in 400 emails to and from people who have been so helpful to me in this project. Thanks to all so far, and in the future as we present the best concert of the season!

APPENDIX II

Deep Roots Music Cooperative Business Plan Outline

Business plan component	Notes/discussion/champion/ACTIONS
Organization overview (vision, mission, core values, purpose, goals)	Action: Joel to create a working document, and cut and paste this information from the strategic plan
Job descriptions	
Key events, programs, concerts, product offerings	Action: Kathleen has agreed to review any past documents and cut out what is usable, for insertion into the business plan
Committee terms of reference	
Organizational structure diagram and communications flow diagram	Action: Colby has agreed to draw this as a diagram with any additional written context as required
Overview of key sponsors and their respective priorities	Action: Colby to contact Peter Sheppard to see if he has a full list of sponsors (and contribution amounts) we can use
Key success factors	
Customer/audience profile	Action: Colby to contact Peter Mowat to determine if he has demographic information from surveys
Succession planning considerations	
Standard operating procedures for top 10 functions (finance, HR, volunteer management, event management, sponsorship, etc)	
Recognition of risk and risk management plan	
Financial management – key policies and financial targets	
Opportunity assessment criteria/process	Action: Joel to provide a working tool/template for this process, even though it probably won't be included in the externally-focused business plan.
Data and information management plan	
Success stories and description of social impact	Action: Colby and Kathleen to each list ONE person in each of the following categories, who could provide a statement of social impact for the purpose of the business plan: (a) Youth from March Break Camp (b) Festival Artist (maybe Steve Poltz?) (c) Festival Attendee (d) DRMC Volunteer (e) Sponsor business. This will result in a total of 10 contacts (2 for each category)
Overview/plan for physical resources and space	
Marketing and promotional strategy overview	
Key community partnerships	Action: Colby to create a list (descriptions can follow, for now just the list) of our top 10 community partner organizations
Growth opportunities	
Milestones, metrics, and fast facts	Action: Joel to take lead on creating this
Aligning Deep Roots with regional plans	Action: Colby to provide a short narrative on this that can be expanded

	as we go along
Governance policy book	
Economic Impact	Action: Kathleen to send to Joel, and Joel will pull key points for the business plan