



DEEP ROOTS  
MUSIC COOPERATIVE

## DRMC Board of Directors Minutes of Meeting

<b>Date:</b>	May 16, 2011
<b>Time:</b>	7:00 PM
<b>Location:</b>	Kingstec Campus, Business Development Boardroom
<b>Present:</b>	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 consensus)

### 2.0 APPROVAL OF APRIL 18<sup>TH</sup> MINUTES

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

#### **Change:**

- Under Operations Update Section 4.0 – “correct spelling of Jenny’s name”.

### 3.0 TREASURER’S REPORT (BERNIE YOUNG)

Bernie reviewed and discussed the current cash flow details with the board members. Report submitted – see Appendix A

### 4.0 OPERATIONS UPDATE

March Break:

Colby, Bernie and Peter met with Susan Jeffries to discuss results of the March Break Camps. Susan advised that they do not require any funding to be returned.

### May Concert (Ernie Robinson)

Ernie gave a verbal report on the May Concert progress to date. It was noted that there have been over 600 tickets sold to date.

Ernie will continue to market the program through K-Rock, Chronicle Herald, signage (i.e. Avery's), etc.

### Emerging Artists:

Bernie and Peter met with Jenny MacDonald regarding the Emerging Artists Program and she is keen to move forward and coordinate this event.

### Festival Update:

First meeting will take place this Wednesday, May 18<sup>th</sup>.

**Action:** Colby will check with Lisa regarding Stan Fest and Comp Tickets.

## **5.0 BUSINESS PLAN UPDATE (Joel Stoddart)**

Colby, Kathleen and Joel met at the RDA in Kentville to discuss the Business Plan. They are looking into the pieces of the business plan that may already exist rather than duplicating work that has already been completed.

Colby is looking into surveys that the DRMC has already done in the past.

Membership was discussed and the idea of having a database in place to keep track of our members. Currently we do not have a good tracking system in place. It was agreed that before we proceed with a database, we would have to check on the privacy legislation. The DRMC has to renew its membership every year.

Joel suggested that each of the board members review each of the headings outlined in the new Business Plan and add 2-3 ideas around what we could contribute to each component. He is trying to get a sense of what's missing that needs to be added.

**Action:** All Board Members to look at each heading of the business plan and add 2-3 ideas on what you could contribute to each component based on the following questions:

- What do you have that could contribute to this component of the business plan?
- What do you think needs to be part of each component?
- Is there something that needs to be added?

## **6.0 MEDAC FUNDING UPDATE** (Colby Clarke)

The MEDAC (Municipal Economic Development Advisory Committee) application has been submitted and we should have an answer by June 2011. Colby suggested that we need to be more strategically focused next year.

## **7.0 MEMBERSHIP**

**Action:** Peter and Colby will meet and discuss membership and bring recommendations to next board meeting.

## **8.0 NEXT MEETING**

June 20, 2011  
Kingstec Campus, CSS Boardroom  
7:00 PM

## **9.0 ADJOURNMENT**

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

# APPENDIX "A"

## **Treasurer's Report May 2011 Financial Update:**

Earlier in the month I sent an email to all board members informing them of a newly acquired sponsor that provided a cheque for \$12,500 in support of the Deep Roots Music Festival. This support came at an exceptionally opportune time, since we had been operating "in the red" for several months. And since that time, we have received cheques from Ticketpro which was an advance on ticket sales for the May concert (\$5,500), from the Dept of Culture and Heritage representing the first half of our annual operating grant (\$4500), a cheque from Music Nova Scotia, our rebate for the Bringing It Home Concert series (\$3,650) and we are expecting one soon from the Canada Revenue Agency for \$2,500 representing a rebate due from last year. In total, we have gone from a negative balance with bills to pay to having all of our debts cleared up and a positive balance of approx \$15,000 in the bank in the space of about one month.

While this is remarkably good news for an organization that has been holding on by its finger tips since Dec 2010, board members should be cautioned that these funds get us out of a cash flow crunch but prudent spending will still be required to get us through the rest of the year. The May concert is coming up in a few weeks and funds will be required to pay talent, technical and venue fees amounting to over twelve thousand dollars. There is no doubt that this will be recovered from ticket sales as the May concert is already halfway to the ticket sales target of one thousand tickets. If this is the case, the advance will represent our profit from the event and help out considerably with our financial position going into the festival season.