



DEEP ROOTS  
MUSIC COOPERATIVE

## DRMC Board of Directors Minutes of Meeting

<b>Date:</b>	June 20, 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), Joel Stoddart, Kathleen Hull, and Ernie Robinson
<b>Regrets:</b>	Don Regan

### 1.0 APPROVAL OF AGENDA

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

### 2.0 APPROVAL OF MAY 16<sup>TH</sup> MINUTES

Approval of Minutes – **Motion Carried** (moved by Bernie, seconded by Kathleen)

### 3.0 BUSINESS ARISING FROM MAY 16<sup>TH</sup> MINUTES

Joel will ensure a copy of the “draft” DRMC Business Plan is emailed to all members for review and suggestions.

**Action:** Joel will email all board members the “draft” business plan.

Peter was in contact with Lynda Russell, Director of the Nova Scotia Cooperative Association, regarding our membership. Peter suggested that we invite Lynda to our next meeting to discuss what this membership means to the members. We could put together a two hour session and invite others to attend.

**Action:**

Peter will invite Lynda Russell, NSCA, to attend the next board meeting.

#### 4.0 TREASURER'S REPORT (Bernie Young)

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

Bernie advised the board members that Helen will be supervising the bookkeeping (referred to as Accountant); and Leslie Dickson will be reviewing the monthly statements (referred to as Auditor).

Bernie is hoping to have financial statements to present to the board by next month.

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

Joel submitted a "draft" business plan for the DRMC that was put together by him, Kathleen and Colby.

Joel would like to have the "draft" business plan completed by the next meeting with the caveat there will be a couple of things that need to be determined by the group. In order for this to happen, all board members will need to look at each heading of the "draft" business plan and add 2-3 ideas on what could be contributed 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?

This needs to be forwarded to Joel on or before June 30<sup>th</sup> and forwarded to Joel, Kathleen or Colby.

Joel will be looking for some feedback (storytelling) to add to the business plan. All members are to forward information on any stakeholders who would be willing to share stories that could be incorporated into our business plan. This would involve people who could share stories regarding the social impact on artists, audiences, volunteer base, youth, and sponsor (see page 14 of "draft" business plan).

**Action:** All Board Members to look at each heading of the "draft" business plan and add 2-3 ideas on what you could contribute to each component based on the questions outlined above. This needs to be

submitted to Joel, Kathleen or Colby on or before June 30<sup>th</sup>. **Note:** Members are not to worry about grammatical/formatting errors; focus on the things from the DRMC perspective that need to be in a business plan.

**Action:** All Board Members to forward information on stakeholders who would be willing to share stories regarding the social impact on artists, audiences, volunteer base, youth, and sponsor.

The goal is to have a “practical” business plan in place by the middle of August (no longer in “draft” form); a final business plan will be ready for the fall of 2011.

## 6.0 OPERATIONS UPDATE

### May Concert (Ernie Robinson)

The May Concert was a great success! Congratulations were extended to Ernie for a job well done. Ernie, in turn, expressed his sincere appreciation to all those who worked hard to ensure a successful concert.

*See Appendix A – Treasurer’s Report* for more information on the concert results.

**Action:** Ernie will give Peter Shepherd a call regarding potential sponsorship.

### Emerging Artists (Peter Mowat):

Peter advised that Jenny has the Emerging Artists program set to begin around the middle of July. Approximately (5) five of the workshops are already set up - one is a Q&A that involves Tom Swift, Dave Carol, and the emerging artists. The plan will be to then ask these artists to play at the Al Whittle Theatre.

Jenny has advised that there has already been a lot of interest expressed in this program. There are flyers at the DRMC Office for distribution and she has a classroom booked at Acadia.

**Action:** Peter to follow up with Royal Bank regarding Emerging Artists sponsorship.

### Festival Update (Peter Mowat):

Minutes of June 7<sup>th</sup> were submitted and reviewed - *see Appendix B*

## 7.0 OTHER BUSINESS

### Contact East (Peter Mowat)

Peter advised everyone that as members we are invited to the Contact East Festival which will be held in Summerside, PEI this year during the month of September. Travel and accommodations would have to be covered by each member.

**Action:** Peter will forward all board members the information on Contact East.

### Valley Arts Award (Peter Mowat)

Peter spoke with Wendy Elliott, Chair of the VAA, regarding the Valley Arts Award and the selection process for this award. Wendy felt that the decision on the winner of this award should be made by the subcommittee and board members.

Questions were raised around the "Terms of Reference". Do we limit the award to people with musical connections or broaden it to all arts in the Valley? Who makes the final decision for this award – the subcommittee, the Board, or both?

It was agreed that there should be a "Terms of Reference" in place for this award so that everyone is clear on the process.

**Action:** Peter will contact Wendy Elliott and confirm whether or not there is a "Terms of Reference" in place.

### Community, Culture & Heritage Operating Grant (Colby Clarke)

Colby confirmed that we have received confirmation from Community, Culture and Heritage that the DRMC will receive \$9000 for our 2011-12 operating grant.

### Valley Arts & Culture (Colby Clarke)

The Kings RDA has been involved with a group of local stakeholders (communities, governments, tourism operators etc.) to work on a branding/tourism strategy for the region. Although the details have not yet been worked out, the group is moving towards a brand of "Food & Culture". The key anchor being the emerging wine industry conveniently clustered around the Wolfville area.

The Kings RDA will be hosting a meeting in the coming weeks to discuss recent branding and tourism strategy activities in the Valley, and how this ties in with formal arts organizations. A meeting invite will be sent out to the board as soon as a time is finalized.

### Wolfville Town Grant (Colby Clarke)

Colby confirmed that the DRMC has received a grant in the amount of \$5000 from the Town of Wolfville.

## **8.0 NEXT MEETING**

July 18, 2011  
Kings RDA Boardroom  
7:00 PM

## 9.0 ADJOURNMENT

Motion to adjourn at 9:05 PM – **Motion Carried** (moved by Kathleen)

# APPENDIX "A"

## **Treasurer's Report June 2011 Financial Update as of June 15, 2011**

### Cash Flow

At the time of writing, the Coop bank account has a positive balance of \$29,091. This is a substantial improvement over where we have been in recent months and puts us in a very strong position going into the festival. In the meantime, we have one more project already underway. The Emerging Artists program has been advertised and a coordinator has been hired. More information may be available on this under the Operations Update part of the agenda. The project is expected to break even.

### Financial Outcome of May Concert

The May Concert project was completed on May 28 and was successful on a number of levels. In particular, it was successful financially, selling 1192 of the available 1200 tickets. Most of these were sold in advance, which netted a lower profit for the Coop. Less than one hundred were sold at the door.

The total revenue for the project included ticket sales and a grant from the province; a total of \$36,110. Most of the expenses have been paid at this time, but one significant invoice has not yet arrived. Acadia is always slow in sending invoices but we can estimate this and forecast approximately \$17,500 in expenses. The profit on this project is approximately \$18,600 without taking into consideration the in-kind contributions that will have to be factored into the final report.

The final report must be submitted to the province within the next two weeks.

### Accounting for the Cooperative

Over the last number of weeks and months, we have struggled to gain some understanding of our status with the federal government. There were payroll remittances that were not paid. These have since been paid. There was an HST rebate that was not received. This has since been received. And we had not submitted our registered charity tax return. This has since been filed. At this time, we are closing in on our next challenge which is to reestablish a process for producing financial statements that are a clear reflection of our financial position.

Since the end of fiscal 2010 we have struggled to understand the financial statements that were produced using the software package "Simply Accounting" but



we are now at a point where we can begin the transition to a new software package called "Quick Books". This process will take a few weeks, but if all goes well, we should have financial statements by the next board meeting in July.

# APPENDIX "B"

## Festival Committee Minutes- June 7<sup>th</sup>, 2011 7pm-9pm

**In Attendance:** Terry Taylor, Peter Sheppard, John Dow, Kevin West, Elizabeth MacArthur, Lisa Hammett Vaughan, Jim McLellan, Genevieve Allen, Dave Carmichael (via Skype), Karen Corey, Lauren Banks, Dewey Dunnington, Helen Woodward, Ernie Robinson

**Regrets:** Jane Cayford, Peter Mowat, Donna Lynne Holmes **Am I missing anyone? Or have I included anyone that shouldn't be included??**

### **Dave's Programming Report:**

A 3<sup>rd</sup> draft of the schedule was provided. There is one international group this year (from the States)- Twilight Hotel, originally from Edmonton.

Evergreen concert- How can we prevent too many people showing up to Evergreen? We should push pre-sales, and get EB pass holders to declare their intention to attend if they want their complementary ticket. We need to look at our 2 lists of people who bought Early Bird passes (Jane's list and John D's) - attempt to get in touch with them and ask if they will be attending the Evergreen concert.

**Action items: Dave will talk to David O'Leary to discuss a solution.**

Tickets to the Evergreen Thursday event will be purchased through Evergreen- NOT ticketpro. David O'Leary will take care of the box office.

Ron Hynes Movie- Discussion about turning it into a gala atmosphere with a wine and cheese reception.

We will charge \$15 a ticket to go to the movie, meet Ron, and attend the reception. (\$18 with ticketpro fee). We can perhaps get Ron to sing an acoustic song in the lobby. Theatre holds 164- we can sell 150. This is used as a fundraiser for the festival and we are looking to make \$500+. Foreseeable expenses include a projectionist and the venue. Venue costs \$200.

**Action items: Genevieve will work with Peter to look into getting in-kind donations from wineries and Fox Hill cheese house.**

**Dave will get in touch with Ron's manager about appropriateness of wine at the reception.**

**Action items: John will take care of tickets to this event (through ticketpro).**

### **Emcees/hosts:**

Friday mainstage- Shannon Lynch Saturday mainstage- Tanya Davis- poet laureate for Halifax (both can perform as well)

Paddys parties- Mike Milne. (Dave would like it if Paddy's could stay open until 2am).

Festival Theatre- it was suggested that people within the groups help to host. We need someone for 'housekeeping'- Darrin Harvey is a favourite.

Al Whittle concert- Chris Lugar perhaps? As a back-up, Lisa suggested Justin Brown who has expressed interest in DR but hasn't been part of it yet.

Irving Centre- Lisa enlisted Dave to host the Irving Centre seminars, and Dave obliged. Dave said the presenters will give educational talks/workshops, and may sing, too. Kirk can set up a mic if it is needed..

Friday afternoon tent concert- Jeff Hosick Might be good for Saturday afternoon as well.

Late night dances- Blaine Morrison?

Rise Up Singing- some suggestions were Don Osburn, Al Wilkie and Brian Adams (Lustre Brothers). They will be expected to lead the sing along as well. We are hoping to end the sing along at 11:30am which gives time to do a sound check between 11:30 and 1pm.

**Action items:**

**Karen will look into getting Blaine Morrison to emcee for the late night dances and Darrin Harvey to emcee for the Festival Theatre Saturday concert and Sunday closing concert.**

**Peter will ask Chris Lugar if he could host the Al Whittle concert.**

**Lisa will ask Jeff Hosick if he could host the tent performances.**

**Dave will look into potential emcees for Rise Up Singing.**

Market performances- will there be a tent or will we use the market as our free venue? The acoustics inside the market building are bad. We can still use the Ross Creek tent. Dave will schedule Saturday morning performers for the market building, but will plan to schedule the Friday and Saturday afternoon performers for an outdoor tent. As the market building is now, the larger section might be a good place for a dance, but it is unknown whether there will eventually be permanent booths.

**Action item: Lisa will discuss sound issues and the possibility of a dance with Kelly.**

**Terry will look into the old market park as a potential spot for the tent.**

Puppet Workshop- perhaps we could have the puppet workshop in the back loading bay of the festival theatre, which is close to the new market location. Flow out into Market area for parade.  
Drum workshop- who can lead this? Heather Price? Mark Adam? Students could help out with all ages rhythm workshop.

**Action item: Peter will send Mark Adam's email to Dave. Lisa will get in touch with Heather. Dave could get in touch with Mark about Drum workshops if Heather can't help.**

Other Saturday morning activities- Marilyn Manzer will be doing workshops for young children in the Baptist Church. Will the other activities for kids be at the farmers market or in the tent?

Valley arts award- the recipient of this award has not been determined yet.

This year we will have one large raffle prize of all CDs, and maybe a few draws for single CDs? We must be cognizant of time this year- the raffle went on too long last year.

Emerging Artists- It is not an expectation of the emerging arts program that musicians will be performing at the festival. Potentially the "hotshots" should perform this year. When could they play? Perhaps after the festival parade they could be part of the free concert in the tent.

### **Karen's Publicity Report:**

Print material- No printing quotes from Mike L'Oiseau yet. Looking to get 10,000 rack card/brochures (trifolds) at the end of July to distribute to visitor information centres, etc. Mike will be getting back to Karen with the cost. Peter will hopefully know the major festival sponsors by July, so will ensure their logos get in all promotional material. NSLC wants to improve the appearance of their logo, so that logo might come a bit later. Karen must get approval from NSLC before material goes to print. Email confirmation is okay. Peter thinks that sponsors will be satisfied with their logos on the bottom/front of the rack cards like last year. There is a possibility that Mike can offset the cost of rack cards by selling ads. It is important, however, to communicate that companies are not a Deep Roots SPONSOR by buying ad space, even though they are supporters.

Social Media- Genevieve will be in charge of the Twitter account, and will talk to Colby about taking care of facebook over the summer.

NS tourism board would like youtube footage of the festival. However, there are a lot of issues around permissions, as it infringes on the rights of performers.

**Action item: Dave will send Karen weblinks to the artists, which can be used to send to NS tourism board.**  
**Genevieve will contact Colby re: facebook.**

Farmers markets- Karen would like to have trifolds for market visits. Gen will be the marketgirl. Advertising- it was suggested we look into bus shelters for our posters, as it is surprisingly cheap.

**Action item: Karen will look into putting posters in bus shelters around Halifax.**

Posters- Putting small posters up is ineffective, as they are covered up almost immediately. The large posters, such as the one in the Halifax Just Us cafe, is more effective. We should look into making more large posters (\$170 per poster through Transcon). It was suggested that we put 5 in strategic areas that can be moved around during the summer, with rack cards next to poster. Posters on Halifax's University campuses could be effective.

Reader boards- Ernie can help out with this!

### **Peter's Sponsorship Report:**

Evanoff- must meet requirements of CANCON, so they pay us \$12,500 a year for the next 7 years. This is not a sponsorship agreement and they are not looking for anything in return- they are simply obligated to show a commitment to the industry.

NSLC is on board for three years at \$5,000 a year. They want a videoclip shown at the festival (basically a NS tourism clip). They would like that shown either at the Al Whittle or ATF. Thursday night may work best in terms of a projectionist, but we should ensure this is okay with Ron. The video could also be shown before the big performances, as people are being seated.

**Action item: Peter will send the videoclip to Dave, and Dave will discuss playing the video with Ron's manager.  
Terry will look into the tech side of showing the video at Festival Theatre or Convocation Hall.**

NSLC wants to offer a volunteership to their employees. Providing NSLC volunteers with usher positions may work the best. They would like them to wear their NSLC shirts. If they are working concessions this isn't a problem.

Just Us is a sponsor, but this year will not pay for the Al Whittle venue fee. They have offered a \$2,500 sponsorship, less the in-kind donations they give us.  
Paddy's is a major sponsor as well.

Municipal grants are behind- more so than usual.

**Action item: Lisa will follow up with Kathleen about the Whittle theatre charge. Did the bill get paid? Outstanding fees apply if we take too long to pay.  
Action item: Helen will come by the office to train Genevieve to take care of invoices.**

**Billeting/Artists:**

Ron Hynes only needs Thursday and Friday billeting. Sound System Plus is booked in for Roselawn now.

**Action items: Lisa will talk to Ron's host (Harwood House).  
Peter will talk to Stella Rose B&B people.  
Dave will contact Jim about airport pickups.  
Genevieve will write artist bios.**

**Budget:**

We need more cups this year for dressing rooms, green rooms, and public water stations. Environmentally friendly cups are ideal. We should also encourage patrons and volunteers to bring their own water bottle.

**Action item: Genevieve will contact Capitol paper about an in-kind donation of cups (approx 2,000).**

It was suggested that we should budget a small amount of money, or look for in-kind donations for tissues, flowers, etc. in dressing rooms.

**Action item: Lisa will check out Eden Florist for flower donations-**

**Ticket Prices:**

The first phase of Early Bird tickets is over. Early Bird Festival tickets are now \$75. Cap for Early Bird tickets?

Mainstage performances: \$26 plus \$4 fee= \$30\*. We keep \$26 minus %2.75 for Visa or Mastercard or %3.25 for Amex and 10 cents per ticket for printing. There is no extra charge to pick the tickets up at the Box of Delights, but there is a \$1 charge to pick them up at the door.

\*If we advertise tickets as \$30 and put 'fees and taxes included', it could spare us from angry patrons feeling deceived by the advertised ticket price.

Late night tickets: For every 50 tickets, we must hire a security guard at \$35 an hour. We will sell tickets at \$12 plus \$3 fee=\$15. At the door- different price?? Cap it at 300.

**Action item: Terry will clarify MacKeen Room security issues with Ian.**

Rise up singing: free will donation. Food bank item? Charity event?

Sunday Afternoon concert: \$20 plus \$4 fee= \$24

Festival pass: three \$30 shows and one \$24 show. \$90 plus \$5 fee= \$95. Festival pass holders save \$19.

Irving and Denton Seminars/workshops-FREE

**Green Team:**

**Action item: Dewey and Lauren are looking into using Katimavik volunteers for the Festival.**

**Website:**

Ticketpro link needs to be more clear- one click away! The poster should also include the ticketpro link.

Old logos need to come off the website and new logos need to be put up.

**Action item: Peter will send new logos to Lisa and Genevieve**

**Workback deadlines:**

Karen needs the schedule, sponsors, and festival info figured out by July 4<sup>th</sup> to send rack cards to print.

**Next meeting is June 22<sup>nd</sup>. 7-9pm.**

**\*\*\* Congrats to Ernie on an amazing Blues show! Only 4 tickets went unsold! \*\*\***

<b>Action Items:</b>	<b>Status</b>
<b>Dave:</b> Talk to David O'Leary to discuss Evergreen theatre Get in touch with Ron's manager about appropriateness of wine at the reception Look into potential emcees for Rise Up Singing Get in touch with Heather and Mark about Drum workshops	

Send Karen weblinks to the artists, which can be used to send to NS tourism board Contact Jim about airport pickups	
<b>Genevieve:</b> Work with Peter in getting in-kind donations from wineries and Fox Hill cheese house Genevieve will contact Colby re: facebook Write artist bios Contact Capitol paper about an in-kind donation of cups (approx 2,000)	
<b>Karen:</b> Look into getting Blaine Morrison to emcee for the late night dances and Darren Harvey to emcee for the Sunday closing concert and Festival Theatre concert Look into putting posters in bus shelters around Halifax	
<b>Peter:</b> Ask Chris Lugar if he could host the Al Whittle concert Send Mark Adam's email to Dave Send the videoclip to Dave Talk to Stella Rose people Send new sponsor logos to Lisa and Genevieve	
<b>Lisa:</b> Ask Jeff Hosick if he could host the market tent performances Discuss sound issues and the possibility of a dance with Kelly Follow up with Kathleen about the Whittle theatre charge Talk to Ron's host (Harwood House) Check out Eden Floral Designs.	
<b>Terry:</b> Look into the old market park as a potential spot for the market tent Look into the tech side of the NSLC videoclip Clarify MacKeen Room security issues with Ian	
<b>Helen:</b> Come by the office to train Genevieve to take care of invoices	
<b>Dewey and Lauren:</b> Look into using Katimavik volunteers for the Festival	
<b>Everyone:</b> Attempt to get in touch with Early Bird pass holders to ask if they will be attending the Evergreen concert.	
<b>Everyone:</b> Take flyers/handbills with you and spread them around wherever you can. Take them to festivals. Give them to friends who are travelling.	

**Stanfest Passes** – Our committee is given 3 passes to Stanfest in order to promote our festival or learn through schmoozing. Kevin will be using one for his annual flyer-blitz (you ought to see this guy work



the Stanfest crowds with the Deep Roots handbills – it is a beautiful thing!). Anyone else want to schmooze at Stanfest?

**REMINDER: Early Bird passes** – Now that you have seen the lineup for the 2011 Festival, promote sales of Early Bird passes. (available only until July 1 at \$80 – all fees in). Festival passes will be more expensive after that - the final price will be \$100 fees in. Please promote sale of Early Bird passes. Our goal is to sell 200.

**Meeting Schedule** - The dates for upcoming meetings are as follows: **June 22, July 6, July 20, August 3, August 17, August 31, September 7 (VIRTUAL FESTIVAL), September 14, if needed: September 21**  
PLEASE MARK YOUR CALENDARS.

I don't want to waste anyone's time, and I really want to make good use of the time we have to talk together. I try to make sure that each person has 10 minutes to report (inform the group, ask for ideas, assistance, etc), and then we have general discussion and planning. It is best if there is time at the end for break-off conversations to take place. I encourage people to plan 'side-bar' meetings before, during or after the main Festival Committee Meeting, either at 9412 Commercial Street or nearby.

**NEXT MEETING: WEDNESDAY, June 22<sup>nd</sup> – 7 – 9 p.m. at Flowercart, 9412 Commercial Street, New Minas**