



DEEP ROOTS  
MUSIC COOPERATIVE

## DRMC Board of Directors Minutes of Meeting

<b>Date:</b>	July 18, 2011
<b>Time:</b>	7:00 PM
<b>Location:</b>	Kings RDA Boardroom, Kentville
<b>Present:</b>	Colby Clarke (Chair), Peter Mowat , Trish Gerrits (Recording Secretary), Bernie Young (Treasurer), Kathleen Hull, Don Regan, and Ernie Robinson
<b>Regrets:</b>	Joel Stoddart

### 1.0 APPROVAL OF AGENDA

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

### 2.0 APPROVAL OF JUNE 20<sup>TH</sup> MINUTES

Approval of Minutes – **Motion Carried** (moved by Peter, seconded by Ernie)

### 3.0 BUSINESS ARISING FROM JUNE 20<sup>TH</sup> MINUTES

- Peter did not hear back from Lynda Russell of NSCA. It was felt that the fall would be a more appropriate time to connect with her.
- Peter Mowat announced that RBC has agreed to sponsor the DRMC for \$800.
- Contact East (Section 7.0):

**Action:** Peter will contact Atlantic Presenters regarding the renewal of our membership and request an invoice for this year.



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

Bernie reviewed and discussed the Treasurer's Report with the board members. Report submitted – see Appendix A.

Bernie also shared and reviewed a Profit & Loss Statement and Balance Sheet covering November 2010 – June 2011.

##### Question raised by Treasurer for Board Members:

**Q** – Should we pay HST quarterly or yearly?

**A** – It was agreed by all board members that HST should be paid quarterly rather than yearly.

It was also agreed that we should eliminate the use of PayPal.

**Action:** Bernie will look into cancelling PayPal for the DRMC.

##### Sharing Office Space:

Bernie was approached by the Box of Delight's landlord regarding the possibility of sharing our office space with one other individual. A discussion took place with board members and it was agreed that the timing around sharing office space is not ideal with the festival fast approaching us. As well, we would be at risk of causing confusion with our general public because of that lack of connection to our core business.

**Action:** Bernie will advise landlord at the Box of Delights that the DRMC is not able to accommodate their request for shared office space.

##### Royal Bank vs. Valley Credit Union:

A discussion took place around the possibility of changing the DRMC's financial institution from the Valley Credit Union to RBC.

**Action:** Peter will contact Alex MacKenzie, RBC Branch Manager, and arrange a luncheon for some time in August to discuss the possibility of changing the DRMC's financial institution from the Valley Credit Union to RBC. Bernie and Colby will join this meeting as well.

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

Joel Stoddart was not in attendance; therefore, an update of the business plan will take place during our meeting in August. All board members are to follow through with the outstanding action item below:

**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.

## 6.0 OPERATIONS UPDATE

### **Emerging Artists (Peter Mowat):**

Peter Mowat provided an update on the Emerging Artists Program. It was noted that we now have seven (7) participants signed up for the program putting us in a position to make a profit.

Jenny secured space through Acadia for the workshops and the TAN Coffee venue in Wolfville will be used for their showcase on Wednesday, July 20<sup>th</sup>. All board members were encouraged to attend this event and support the emerging artists.

### **Festival Update (Peter Mowat):**

Minutes of July 6<sup>th</sup> were circulated via email and discussed during our meeting - see Appendix B.

## 7.0 OTHER BUSINESS

### **Valley Arts Award (Peter Mowat)**

It was noted that Don Regan will continue as an official member of the Valley Arts Award Committee for next year.

A discussion took place around the current nomination process for this award. It was agreed that the process will need to be looked at for the next and subsequent years. This discussion will take place during our November meeting at which time the Chair of the VAA Committee, Wendy Elliott, will be invited to attend.

This year's nomination was brought forward and all members were in agreement; therefore, Peter Mowat will advise the committee to proceed with the accepting of the nomination for the Valley Arts Award.

**Action:** Peter Mowat will advise the committee to proceed with the accepting of the nomination for the Valley Arts Award.

**Action:** Don Regan will invite Wendy Elliott to the DRMC's November meeting.

## **8.0 NEXT MEETING**

August 15, 2011  
Kings RDA Boardroom  
7:00 PM

## **9.0 ADJOURNMENT**

Motion to adjourn at 8:45 PM – **Motion Carried** (moved by Ernie)

# APPENDIX "A"

## Treasurer's Report July 18, 2011

### Cash Flow

At this time, the Coop bank account has a positive balance of over \$35,000 with some festival and Emerging Artists expenses included. Revenue for these projects has not yet been posted. The Wolfville grant (\$5,000), the Kings County grant (\$2,000), an advance on the student employment grant (\$2,210) and the second half of the operating grant (\$4,500) have all been deposited. The only grant now outstanding is the second half of the student employment grant.

### Accounting for the Coop

Payroll remittances for the month of June have been paid, which brings us up to date with the federal government. Other accounting activity is progressing. We are very close to having an income statement and a balance sheet produced from our new accounting system. I am hoping to bring these statements to the board meeting on July 18.

### Sharing Office Space

In an informal discussion with our landlord, I was asked if we might be interested in sharing our office space with another occupant. Our landlord was approached by an individual who needs only enough space to put a desk and we may have extra space. I said that I would raise the matter for discussion and give it some consideration.

# APPENDIX "B"

## Festival Committee Meeting Minutes- July 6th, 2011

Held at Flowercart, 9412 Commercial Street, New Minas

**Present:** Lisa Hammett Vaughan, Terry Taylor, Jim McLellan, Ernie Robinson, Peter Mowat, Helen Woodward, Elizabeth MacArthur, Lauren Banks, Genevieve Allen

**Regrets:** Dave Carmichael, Donna-Lynne Holmes, Jane Cayford, Brenda Sheppard, Peter Sheppard, Dewey Dunnington, Karen Corey, John Dow, Carol Inskip, Kevin West anyone else??

### Board Report:

**Survey-** Peter M. is meeting with Zelda about the Festival survey. They will be looking into ways to organize it differently this year. It was suggested that it would be ideal to have the survey results by the end of October - Or at the very least, an opportunity to glance at the comments before the debriefing meeting.

Using survey monkey as a way to get people to fill out the survey is an option.

**Action items: Peter will meet with Zelda and report back.  
Gen will look into how JazzEast surveys attendees.**

**Valley Arts Award-** There is a committee of three people, but no board connection or sponsor representative yet. Does the committee need those to go ahead this year, or should they wait until next year? The terms of reference will stay the same as last year (not music specific).

Peter M will discuss the award with Wendy.

After some discussion we decided the Valley Arts Award is a board initiative, but this will be discussed with the board at their next meeting in two weeks' time.

**Action item: Peter M will discuss Valley Arts Award with Wendy. Peter M will bring the Valley Arts Award discussion to the table at the next board meeting.**

**Publicity Report:** (sent by E-mail from Karen, who sends her regrets).

**Farmers' Markets-** Genevieve and Karen established a Farmers' market schedule. Ways of "getting attention" at the markets was discussed – some suggestions were: ballot draw for

tickets to get email addresses, selling past festival merchandise, selling CDs, displaying a viewbook with performer bio (Gen has created this), giving out stickers (apparently this can be expensive), using instruments as table props, showing pics/promo video of Festival on a laptop, using the deep roots sandwich board, using puppets from Wee Giants as table props. The sign board will likely be ready for September, but Lisa will look into this. Gen will ask John D if we can sell tickets at the booth. Any other ideas??

It was brought to our attention that we are owed two or three free booth sessions at the Wolfville market- Gen will inquire and CC Lisa.

Carolyn Thomas might have some advice about market booths.

**Action item: Anyone have any instruments they want to provide as a prop?**

**Lisa will give Gen Carolyn's email.**

**Gen will get laptop from Bernie for pics/video presentations.**

**Gen will ask John about selling tickets at the markets.**

**Lisa will get a timeline for the sign board.**

**Gen will talk to Kelly about the Wolfville Market.**

**Everyone brainstorm other ideas for the market booths.**

**Print Marketing-** Karen will send Genevieve the poster volunteer information. We will be printing \$500 worth of posters.

Genevieve, Donna, Mike L'Oiseau and Karen met on Tuesday to discuss the "rack card tri fold brochure". Rack cards will be more substantial this year, providing a concert schedule. 7000 rack cards will be printed for distribution to VICs, popular tourist destinations, airport, cafés, etc.

Karen has contacted Steven Slipp about putting together the graphics for the poster and "rack card" which will be the same as the program.

Festival banners can be hung at Festivals and events. Contact Genevieve if you'd like to bring a banner with you to an event.

**Action items: Peter M will take banner to acoustic festival at kempt shore. Peter M can take banner to Just Us.**

**Lisa will give Karen/Gen Andrea Curry's info for postering.**

**We need sponsor logos from Peter and David's most up to date schedule by Friday, July 8th.**

**Everyone contact Genevieve to bring the banner to festivals/events.**

**Other publicity-** Karen will get together with Ernie and Beth Crosby who have agreed to



help a bit this year for a bit of a "what else can we do" (like reader boards) session

Karen will send the publicity budget this week.

Genevieve will look into website linking, seeking some cross-promotion opportunities online.

**Action items: Karen to meet with Ernie and Beth. Karen will send publicity budget. Gen will look into website linking.**

**Sponsorships-** Peter & Karen will get together with Will MacKay at KRock to confirm everything for year 2 of 3 sponsorship.

Axe Radio has expressed an interest in an in kind festival sponsorship, giving the festival free air time on the radio.

**Action item: Gen will discuss Axe Radio sponsorship with Peter S. Peter and Karen will meet with Will MacKay.**

**Emcees-** Blaine Morrison and Darrin Harvey have confirmed their respective MC duties.

**Program booklet-** (As reported by Donna via email- she sends her regrets)

**Aug 12 is the FINAL deadline for booklet content.** Donna would appreciate if people started sending stuff now so she can start inputting content right away. Here are some specific things she needs:

- a) "Welcome from the Chair" letter from Colby .
- b) the latest schedule from Dave Carmichael
- c) ticket prices and info
- d) SPONSOR info from Peter S. (including In-Kind supporters).
- e) Merch info from Brenda S..
- f) List of folks to thank - from everyone. If you think we should thank someone, make sure I know about it. .
- g) 2011 Board of Directors and Festival Committee lists from Gen
- h) final venue list from Terry.
- i) final parade route from Kevin.
- j) message for booklet from the Green Team.
- k) Valley Arts Award info and winner.
- l) Emerging Artists info. .

Please remember all booklet related stuff MUST go through Donna. Her contact info is as follows: [iwakichick@hotmail.com](mailto:iwakichick@hotmail.com). (902) 542-1214

It was also suggested that we put a notice about next year's festival and other cooperative events. Blossom blues concert? March break camp?

There will be Take Root programs again this year. Cam Oomen is the contact person.

**Action item: Please take a look at Donna's list to see if you need to submit any content for the program booklet.  
Gen to notify Bernie that we need the apple blossom info for booklet.**

**Stanfest-** Kevin handed out lots of handbills and it generated lots of conversation. Kevin has a strategy in line for future festivals. He will email Lisa about this.

It was suggested that in the future we should bring posters to put up at Stanfest.

**Action items: Kevin to email Lisa about promotion at Festivals.**

**Financials:** Helen needs info on \$ and how you spent it- include HST etc.

**Action item: Everyone keep Helen in mind when spending/receiving \$.**

**Site Report:**

Kirk will do sound for the festival tent both afternoons. Don Reagan will stage manage the McKeen room.

Irving centre will likely be really simple- just a couple mics.

Dave Carmichael will look into dampening the back windows to improve sound in the McKeen room. Ernie suggested curtain dividers from the rink.

There is a level spot in the clock park for a festival tent.

Jeff Hosack will be the emcee at the tent on Friday and Saturday.

**Action item: Dave will look into improving sound in the McKeen room.**

**Green Room report:**

There will be a Green Room at the Irving centre, but no food. We may need to find a way

to cater to seminar speakers. Elizabeth will find out if they will need a meal. The Curling club could be used as a location for food.

There will be no Green Room in the McKeen room- Just a space where performers can put stuff.

We should just provide water/coffee/sweet cider for rise up singing. Brunch for performers and tech crew will be held right next door in the curling club Sunday morning (at 11 likely), so we won't need much at Festival Theatre.

Elizabeth will ensure cookies and coffee is at the main office during the festival. Elizabeth will look into getting baskets of apples donated for Green Rooms. She will approach Scotian Gold as we have a great connection there!

Do we need a green room for Ron? We are still figuring out Ron's involvement for Thursday evening's events. Will he be speaking/performing before or after the film?

**Action items: Elizabeth will find out if seminar speakers need a meal. Elizabeth will solicit apple donations.**

**Food:**

Peter suggested approaching NSCC about sponsoring the Thursday evening wine and cheese reception. He also suggested approaching the Port Pub for beer for the festival.

**Action item: Peter M will talk with Peter S about approaching the Port about beer for after hours parties. The Peters will also discuss cheese.**

**Program Report:**

Jack Maple had to pull out of the Festival.

Dave is close to getting another Acadian group.

**Evergreen concert-** How do we access the people who bought early bird tickets? Is there a way to get a message specifically to these people?

**Action items: Gen will ask John and Jane about the 2 lists of early bird ticket purchasers. Gen will ask John about Ticketpro sales of early bird tickets (How many). Gen will send David Wendy's name for Danny Michel concert.**

**Green Team Report:**

Lauren is applying for a RRFB grant for water bottles and t-shirts, which was approved by Peter M. She is hoping for \$500. It will cost about \$30 per shirt with lettering, which can be re-used each year. Lauren is also going to look into cheaper options. Lisa suggested vests instead of t-shirts. It was suggested that Steve Slipp has already designed Deep Roots Green Team lettering. In the past, t-shirts have been printed in the Acadia print shop.

Water bottles will be \$5 each. Peter has bought bottles from Clean Nova Scotia in the past for \$2. The Department of Environment might have bottles they would like to give out.

<b>Action item: Lauren will look into water bottle and t-shirt options.</b>	
<b>Action Items:</b>	<b>Status</b>
Dave: Send schedule to Gen for rack cards. Look into improving sound in the McKeen room	
Genevieve: Get laptop from Bernie for pics/video presentations. Ask John about selling tickets at the markets. Look into how JazzEast surveys attendees. Talk to Kelly about the Wolfville Market. Look into website linking. Discuss Axe Radio sponsorship with Peter S. Notify Bernie that we need the apple blossom info for booklet. Ask John about early bird ticket purchasers. Send David Wendy's name for Danny Michel concert.	
Karen: Meet with Ernie and Beth. Send publicity budget. Meet with Peter and Will.	
Elizabeth: Find out if seminar speakers need a meal. Solicit apple donations.	
Lauren: Look into water bottle and t-shirt options.	
Peter Sheppard: Send sponsor logos to Gen. Meet with Karen and Will MacKay.	
Peter Mowat: Meet with Zelda and survey and report back. Discuss publicity for Valley Arts Award with Wendy. Bring the Valley Arts Award discussion to Board. Take banner to acoustic festival at Kempt Shore. Take banner to Halifax Just Us. Talk with Peter S about approaching the Port about beer and NSCC for cheese.	
Lisa: Send Gen Carolyn's email.	

Get a timeline for the sign board to Gen. Give Karen/Gen Andrea Curry's info for postering.	
Kevin: Email Lisa about promotion at Festivals.	
Everyone: Anyone have any instruments they want to provide as a prop? Brainstorm other ideas for the market booths. Contact Genevieve about bringing the banner to festivals/events. Take a look at Donna's list to see if you need to submit any content for the program booklet. Keep Helen in mind when spending/receiving \$.	

**Meeting Schedule** - The dates for upcoming meetings are as follows: **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, July 20<sup>th</sup> – 7 – 9 p.m. at Flowercart, 9412 Commercial Street, New Minas**