

**La Cañada High School
Music Parents Association
Board Meeting**

**MINUTES
August 26, 2020**

- I. Zoom Call to Order (Dino Lorenzana) 7:04
- II. Approval of Minutes (Genna Kern)- Jacob Kiledjian motions to approve and Octavia Thuss seconds. Motion passed.

III. REPORTS

- a. Key Executives with Control of the Entity (Dino Lorenzana)
 - President - Francis Lorenzana
 - CFO - Charles & Octavia Thuss
 - Accounts Receivable Treasurer & Database - Mark Sirof
- b. Officers
 - President - Francis Lorenzana
 - CFO - Charles & Octavia Thuss
 - Secretary - Genna Kern
 - VP - Communications - Michele Wilcox
 - VP - Fundraising - Wayne Page
 - VP - Special Events - Nadia Ali
 - VP - Uniforms - Adam Kline
- c. Board of Directors
 - Accounts Receivable Treasurer & Database - Mark Sirof
 - Field Show Competition Coordinator - Deb Parker
 - Color Guard Rep - Christy Stephan
 - Drumline Rep –Dino Lorenzana – hopeful for a season
 - Home Football Game Band Coordinator – maybe in Dec: Genna Kern & Shannon Berry
 - Orchestra & Band Instrument Rental Rep - Julie Pao
 - Band Truck Driver - Bob Torres
 - Marching Band & Concert Wear Rep - Jacob Kiledjian
 - Orchestra Rep - Rose Malmberg
 - Jazz Band Rep - Open*
 - Gift Card Coordinator - Ceci Nava
 - 7/8 Band & Orchestra Rep - Open*
 - Dinner Show Co-Chairpersons - Adam Kline
- d. Financial Report (Charles Thuss)

- Board signature adjustments made to the bank account, and another account closed
- Thank you, Marshall and Elizabeth for the help and setting up a good system moving forward
- Today share a review of the budget for the coming year, which was already reviewed with Dino, Jason, Marshall, Elizabeth, and Octavia.
 - Charles asked Wayne to look at it
- Packet or screen, in summary this year:
 - gross profit \$52,000
 - \$42,000 operating expenses
 - \$10,000 for reserves, will keep an even keel
- REVENUE REVIEW
 - Missing traditional fund raiser events and trips = both lower revenue and expenses
 - Our student donations estimate
 - \$200 for band, color guard, orchestra,
 - \$50 for 7/8 orchestra and band,
 - \$500 drumline,
 - \$200 instrument rental
 - \$600 Winterguard
 - Donation requests comparable to years past, except marching competition cut and orchestra travel cut, Band reduce cost to \$200, a membership donation
 - Compared to last year: Band was \$1400, now \$400 (including rental instrument)
 - Staff expenses thru Dec., listed
 - Winter staffing costs will be offset by winter donation/fees
 - Jason - "Trying to keep staff in front of kids"
 - Jason acquired the instrument fund contribution from the city
 - Unrestricted contributions- general private donation, Charles will add more specific labeling
 - Student fundraiser – bake sale and Go Fund Me earned \$3,500, will be used to offset T-shirt expenses, performing well, may exceed \$6,300
 - Poinsettia sales-
 - Last year 600 poinsettias ordered and sold
 - Giving \$4 per plant to the Student MPA Account, remaining profit goes to MPA
 - Wayne ordered 600 for this year, can adjust 10% more or less, we sell for \$12 each, each pot costs \$5.50, \$2.50 per plant MPA profit, Wayne orders and Rose manages sale, Wayne will touch base w Rose

- ~\$120 amazon smile and ~\$1,000 scrip – Cici confirms
- No trips budgeted this year
- Do expect donations of \$33,000 out of \$50,000
- Unrestricted – boosters and other- historically \$9,000
 - Wayne still needs more info on the itemization
 - Marshall Bohannon- said these are random personal donations, like ralphs, Coldwell Banker, corporate donations, not sponsorship or advertising (that is in dinner show),
 - \$3,000 from GoFundMe
 - Charles thought from seniors donations
 - Discussion on how to categorize random donations, Restricted is grant money, everything else in unrestricted
 - Charles will work with Wayne on nomenclature
 - Wayne thought we can get \$1,000 more out of this, leaving at \$5,000
- Testing fundraiser – all distance learning, not in unrestricted category, estimate \$1,000 like prior year, 4 dates
- Any new incomes to be considered? “No”, will know more in Dec.
- No orchestra uniform costs budgeted for this year, - kids pay directly for items, income and expense wash out, Freshmen will need new uniforms
- A music registration form will be designed for the next constant contact
 - All fees will be collected online
 - Some instruments currently checked out
 - Who will monitor payments and receipts?
 - Michelle Wilcox and Mark will check money in and out
 - Jason and Jenifer will cross check
 - A system is not in place yet, but Michelle is working on something
 - Michelle, Mark, Jason, and Jennifer will work out the form and management
- EXPENSES REVIEW
 - Expenses are down w/o performances
 - Costly maintenance, insurance, and vehicle use are low
 - \$42,000 in budgeted expenses
 - Michelle explained some future website needs:
 - The domain and server costs are on a 3 yr cycle, currently coming to an end.
 - \$100 needs to be paid with a credit card for the current deal.
 - Has been a traditional donation by Michelle, but she is graduating this year, so she needs to shift payment to MPA accounting.

- Jason said – We have no MPA credit card. MPA VP of Communications for next year will pay fee and get reimbursed.
 - Note if not paid, the web site goes off-line. Need a replacement VP of Communications in place for next year.
- Charles called for vote to approve the MPA 2020-2021 Budget. Dino motioned to approve, and Wayne seconded motion. MPA 2020-2021 Budget approved.

e. Instructor's Reports (Mr. Stone, Ms. Munday; Mr. Myers)

- Mr. Stone
 - Challenges
 - Early morning loud instrument playing for families at home
 - Tuesday night practices restarted, causing scheduling stress for some
 - Concern about Spartan Connect, which was canceled, so band may use some of those time slots,
 - Jason is collecting feedback from students, to get their pulse and then will adjust for next week
 - Goal
 - Jason wants to connect the kids constantly
 - Jason is concerned about freshmen, it is a tough time to get them connected
 - Working for the show
 - Tuesday night drums and color guard practices will continue on with staff members
 - Will start working on a winter show, hope to perform it in person
 - First snippet is raw, more polish coming, 2-3 more movements
 - Tough teaching at home
 - to motivate the kids to practice
 - checking on the kids
 - No upcoming in person events
 - Video in Oct, premier night
- Ms. Munday
 - Impressed with kids showing up at 7:45 in morning
 - Students got their orchestra music packets last weekend
 - solo study music, private lesson style
 - Chamber music groups forming
 - 3 coaches + Jennifer
 - new cello coach coming

- Kids seem excited, Jennifer is impressed with their acceptance of the circumstance
 - Oct 28 fall concert changed to small chamber group recordings and a live stream event
 - Winter spectacular – hope to play together again, will happen in some capacity
 - Biggest challenge – breakout rooms, but all are getting better with the routine
- Mr. Myers
 - Jason said 7/8 is trucking along – prepping for Oct projects
- f. Communications Report: (Michele Wilcox)
- Michelle introduced herself and job as liaison between instructors and parents, improving communication of pertinent information.
 - 3 modes of communication
 - Sandy's weekly emailed newsletter, usually Sunday eve
 - Facebook group – not a promotion group, but intended to communicate details about group activities, like a rehearsal time change
 - LCHS Music Department website has the general info (lchsmusic.org)
 - news blog from emailed newsletter
 - Google calendar has everything Michelle hears about
 - Calendar can be integrated into parent and student Google calendars.
 - Calendar – has some zoom links, recommended for new parents
 - Media page, storage of all shared and posted parent media
 - Michelle's email address is on the website; she can direct you to getting questions answered
 - Website not totally updated yet, needs new student positions updated
 - Jason- Mr Eick built the LC Play+ Website to promote student performances
 - lcplayplus.com
 - Music videos posted in Music Makers link
 - Michelle will get that on website
- g. Fundraising Report (Wayne Page)
- SAT and ACT Practice Exam Fundraiser:
 - First on-line test date Sept 19th - Saturday

- Need to go over how to market all fundraising events
- Poinsettias are ordered
- Sunday Funday Fiesta night dinner at Dona Maria
 - 40% profits back to MPA
 - Starts Sept 6th
 - 40 weekends throughout year
 - last Spring event made \$900
 - they need some help in an easy way to set up orders off-line
 - all for take-out
- Drive-in Movies
 - families coming together in parking lot, practicing social distancing, substitute Friday night lights for football
 - a. St Bedes parking lot (screen?)
 - b. Band lot (wall) upon district approval
 - Sony movies supporting by authorizing movie use, including current features
 - Waiting on school lot permissions
- Booster- thons (Wayne is also a director on LCHS Boosters - Booster supports all athletic, arts, and enrichment program support)
 - Anchored by 4 performing arts, music from band and orchestra, 7/8 too, choral groups, TV, entire campus, sport teams as well
 - Will allow fundraising directly to the MPA, sell t-shirts for donations
 - Wayne needs specific numbers on how much funding MPA needs to run and how much parents put into MPA – need to tell that story as 2 numbers – how many instructors MPA pays?
 - Jason –11/14 instructors MPA pays
 - i. 10 instructors MPA pays for
 - ii. MPA pays Jimmy partial (brass coach only)
 - iii. 3 teachers covered by district
 - iv. MPA pays 55% of staff
 - v. MPA covers 100% program costs
 - 1. Jason's school budget is \$0
 - 2. ASB also \$0
 - 3. they don't buy materials or instruments
 - 4. stands last year came from a city grant
- Any other parents who want to get involved with Booster-thon contact Wayne Page <waynenpage@gmail.com>
 - parents will be shepherding kid groups who do the work
 - parents will help mostly with marketing, advertisement, and sponsorship
- Banner Ads:
 - nonintrusive running on the side of Booster-thon performances

- Jason and Jennifer talk to Wayne about what these ads should promote
- In absence of a program, the banner could introduce a section
- Potential area to raise funds and connect to community.
- Most parents have not seen the other programs on campus
- Potential to help elementary kids get excited about getting involved in high school music
- Fun host bits (play-ons, gags, host band) offers potential to get all kids in a program
- November target date.
 - a. Kevin DiSimone kids in LCTV3,
 - b. Jeff Brookey done by Sept,
 - c. When band has a show, then call a date 4 week out.
 - d. Holidays are a great time to broadcast – could be the weekend prior to Thanksgiving, coming soon promotions
- Band has the most to benefit, from exposure, and money raising, paddle pledge to finish the recording studio.
- Gift Card Sales – Ceci Nava
- h. Orchestra Update: (Julie Pao)
 - Nothing to report
- i. Color Guard Update: (Christy Stephen)
 - Jason-7/8 color guard coming soon – to advertise soon
 - From Zoom chat: Color Guard Update
 - Guard has about 20 girls enrolled, including 7 freshmen.
 - They meet with coaches – Ms. Leticia Alcuran and Mr. Danny De Luna Martinez on Tues/Thurs afternoons to work on the Influencers show.
 - During the school period, they meet together to build connections (ice breakers) and go over show choreography and in breakout rooms meet in smaller groups of 4 with Jr & Sr students for additional help.
- j. Special Events (Nadia Ali)
 - Nothing to report
 - Wayne asked for help with virtual programs, yes- she will help him
- k. President Report (Dino Lorenzana)
 - Submit agenda items to Dino for future meetings
 - Positions left to fill
 - 7/8 Band & Orchestra Rep - soon email out to 7/8 parents
 - Jazz band not built yet
 - Drumline – Dino said he would do it if the program runs

IV. OPEN FORUM

Chat

From Christy Stephen to Everyone: 07:21 PM

- I didn't realize MPA had amazon smile. I've been signed up with PTA, but happy to change it.

From Virginia Salit to Everyone: 07:42 PM

- Mr. Cartnal announced the Spartan Connect postponement today to the Sophomores during the assembly.

From Christy Stephen to Everyone: 07:43 PM

- It said no Spartan Connect "this quarter"

From Jason Stone to Everyone: 07:52 PM

- lchsmusic.org
- lcplayplus.com

From Christy Stephen to Everyone: 07:57 PM

- Color Guard Update: 7 freshmen, about 20 girls total. They meet w/ coaches - Ms A and Mr D Tues/Thurs afternoons to work on the Influencers show. During the school period, They meet together to build connections (ice breakers) and go over show choreography and in breakout rooms meet in smaller groups of 4 with Jr & Sr students for additional help. [Sorry. I have another meeting at 8p.]

From Ceci Nava to Everyone: 08:12 PM

- can we continue bake sale until bakers get tired of it?
- Jason said it was great – sell at Donna Maria?, trios playing? Jason a bad idea now to play together- COVID

V. ADJOURNMENT 8:15

Respectfully Submitted,
/s/ Genna Kern
Secretary 2020-2021

Attendance by Board:

Francis (Dino) Lorenzana
 Octavia Thuss
 Charles Thuss
 Genna Kern
 Michele Wilcox
 Wayne Page
 Nadia Ali
 Adam Kline
 Christy Stephan
 Mark Sirof
 Julie Pao
 Cici Nava
 Jacob Kiledjian
 Michelle Wilcox

Sandy Miller
Mr. Stone
Ms. Munday

