

**Minutes of the Meeting of the Executive Board of the
Twin Cities Chapter of the American Guild of Organists
February 3, 2014 (rescheduled from January 27, 2014)**

Present: Laura Edman, Dean; Sharon Kleckner, Sub-Dean; David Geslin, Treasurer; Kirsten Falc Uhlenberg, Secretary; Phil Asgian, Sarah Garner, David Geslin, David Jenkins, Jane Nienaber, Jungjoo Park, Jeff Patry, Carsten Slostad

Excused: Jim Hild, Mary Newton

Guests: Stephen Hamilton

I. Call to Order

Dean Edman called the meeting to order at 6:37 PM at our meeting location, Sacred Heart Catholic Church, Minneapolis, Minnesota.

Carsten Slostad opened the meeting with a meditation and a prayer.

II. Secretary's Report

Carsten Slostad moved to accept the minutes from the November 2013 meeting and Phil Asgian seconded. The November 2013 minutes were approved.

III. Treasurer's Report

David Geslin reported on the Chapter's finances: Program Committee and Publicity Committee are over-budget due to two major program events and trying new publicity strategies, respectively; the Chapter has been incurring a new expense for credit card fees through the website; the investments have done well in recent months. No motion was made with respect to the Treasurer's report.

IV. Committee Reports

A. *Program*: Sharon Kleckner reported that the February event is on track and that Minnehaha Park is reserved for the June 1 potluck from 4:00 to 9:00 PM. Applying to host the 2015 January Jubilee was considered but not pursued due to lack of interest.

B. *Publicity*: David Jenkins reported that posters promoting Pipe Organ Discovery Day have been mailed and that the Committee is now working on one for the Student Competition. He added that the publicity and promotion measures this year have been helpful for getting good attendance at events. Phil Asgian suggested that an invitation to membership be added to promotional materials.

C. *Student Competition*: Dean Edman reported that there are 4 applicants for the competition.

D. *Education*: Phil Asgian reported that he and a group of volunteers presented the Pipeworks program to Grades 3, 4, and 5 at Saint Paul Music Academy, a K-5 music magnet school, in cooperation with the teachers there. Due to weather, the field trip to Westminster Presbyterian Church will have to be rescheduled for March. About 200 students participated in this two-week curriculum. Pipe Organ Discovery Day will be held February 22 at The House of Hope Presbyterian Church. David Jenkins distributed promotional posters to the Board for this event.

V. Communications Coordinator Description

David Jenkins, working with input from the Publicity Committee, suggested that the position have an overview of promotional materials, the TCAGO.org website, social media messages, internal and external communications, work with the Publicity Committee, expand the advertisers for *Pipenotes* and the website, and do “hands on” work month to month. The Communications Coordinator would be responsible for training a successor at or near the end of the term. Discussion followed to include that the Coordinator be a member of the Program Committee. Phil Asgian moved to accept the definition of the Communications Coordinator as amended and Jane Nienaber seconded.

More discussion followed and it was determined that the Communications Coordinator position be a two-year term, and that he/she be a member of the Program Committee, be accountable to the Publicity Chair, and be responsible for submitting Chapter event news and information to the National magazine. Phil Asgian moved to accept the definition as further amended, and David Jenkins seconded. Jane Nienaber moved to accept the appointment of Jeremy Haug for the position of Communications Coordinator and Carsten Slostad seconded. Both motions passed.

VI. New Member/Renewal Discussion

Phil Asgian handed out a compilation of the discussion from November 2013. The recommendations gleaned from the list of ideas that were generated from the discussion resulted in four main areas in which membership efforts might be focused, summarized here:

- 1) Programming (programs with young artists, choral music; contemporary worship workshops/concerts),
- 2) Greater engagement of audience (announcements in concert programs about joining our Chapter, more interaction of members with other concert-goers),
- 3) Greater engagement of members (recognition of both long-standing and new members, survey members for ways to improve participation at Chapter events, smaller “neighborhood” gatherings),
- 4) Collaborative partnerships (target three organizations with which to discuss partnerships, check willingness of higher educational institutions to host programs/events).

Other ideas include reaching out to piano and music teachers, pastors, and choral directors.

Stephen Hamilton has made significant efforts to increase membership by calling churches and writing to pastors. He raised the questions, What is our membership goal? What strategies should we use? Other suggestions for increasing membership were made: buy ads in local organizations' printed programs, create a list of guidelines for attracting new members, invite a clergy person to give a short talk at a dinner given specifically for clergy. A five-year plan would be helpful for determining strategy.

VII. New Business

A. Nominating Committee: Phil Asgian moved to accept Dee Ann Crossley as Committee Chair and Jane Nienaber, Jeff Patry, John Salvesson, and Tim Strand as members. Sharon Kleckner seconded. The motion passed.

B. ONCARD for membership renewal via National AGO: The issue for discussion was whether to use the ONCARD system for the 2014-15 renewals or to continue using the membership

management software provided by Wild Apricot, our Chapter's website host. National has allowed chapters to opt in or out for the first year. With ONCARD, an individual can choose a chapter of which to be a member or bypass choosing a chapter to be an "Independent Member" of AGO, which allows all of one's yearly dues to go to National alone. Dean Edman has been in discussions with Bill Valentine (AGO's Director of IT) about postponing the Chapter's adoption of ONCARD since the Chapter's current system for collecting dues has been successful. Bill Valentine said that National AGO is agreeable to larger chapters (such as ours) not opting in yet and plans to investigate interfacing with other chapters' technology. Sharon Kleckner moved to stay with the Wild Apricot system for collecting dues for the upcoming renewal period and to communicate that information to the membership. Sarah Garner seconded. The motion was approved.

C. The Silent Auction for National Convention 2014: Discussion was tabled for the next meeting.

Phil Asgian moved to adjourn and Jeff Patry seconded at 8:44 PM.

The next meeting will be held on February 24, 2014 at 6:30 PM at a place TBD.

Respectfully submitted,

Kirsten Falc Uhlenberg, Secretary