

To: IMADA Members  
From: Kathleen Butler & Terri Murphy for Jo-Ann Duncan, IMADA Secretary  
Re: February 9, 2010 Meeting Minutes  
Date: February 25, 2010

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The members of the Ipswich Music, Art and Drama Association, Inc. (IMADA) convened at 7 p.m., Tuesday, February 9, 2009 in the Guidance Office of the Ipswich Middle/High School. Members in attendance included: President Terri Murphy, Treasurer Gerry Rogers, Anne Brown, Kathleen Butler, Betsy Johnson, Steve Veiga, Trina Schell, Sandy Bemis, Gerry Dolan, and Tracy Halliday.

President Terri Murphy chaired and opened the meeting at 7:06 p.m.

### 1. **January 2010 Meeting Minutes**

Gerry Rogers motioned to accept the minutes as amended, Trina Schell seconded, and the motion passed unanimously.

### 2. **Treasurer's Report**

Treasurer Gerry Rogers submitted the February report and noted the activity this month. The middle school play concessions, roses and messages sales net approximately \$1,500 though Gerry is still waiting for the water bill. The \$400 grant check was received from the Ipswich Cultural Council to partially cover the recent conductor-in-residence program. Expenditures included Robin's Art for the Arts postage & printing of the call-to-artists letter, the payment for the new pottery glaze peg board, and middle school art show expenses.

Gerry opened a new CD to hold \$3,000 for the Robin Silverman Scholarship (approved in January's meeting).

A grand total of \$60,372.02 is in the IMADA account and after earmarked projects and expenses, \$14,272.89 remains as available funds. Gerry is estimating that IMADA will earn an additional \$5,530 this year from the upcoming Drama Festival, Robin's Art for the Arts and the high school's spring play concessions.

Steve Veiga motioned to accept the treasurer's report, which was seconded by Sandy Bemis, and passed unanimously.

Gerry Rogers submitted a report of grants IMADA has given to the Fine Arts department since fall 2005 (attached).

### 3. **New Business**

**Open positions:** Terri Murphy reported our current webmaster Cindy Parker would like to be replaced. Also the Vice president slot is still vacant.

**IMADA Tag Line:** Terri reported that Alicia received an email from a parent concerned about how IMADA characterizes itself in terms of its tag line *Supporting the Arts In Our Schools*. This line often appears under the IMADA logo and is prominent in the header of IMADA's email newsletters. The parent brought up the recent request from Paul Bedard, Facilities Manager, for IMADA to help fund the Doyon Elementary School stage curtains. Terri reminded the members that funding the curtains was discussed at a fall meeting and voted down in part because IMADA's mission is to support the middle and high schools and in part because the request came to IMADA without any knowledge or approval of the project by the Fine Arts Director.

Anne Brown pointed out that IMADA's mission is stated very clearly on the IMADA website and in the annual IMADA Program Book. Terri mentioned that she also put the mission in the "Did

You Know” section of this month’s email newsletter. Anne mentioned that in terms of IMADA’s annual fund drive, the letter is only mailed to parents of middle and high school students. In the past the letter has sometimes included our mission – but this year it did not. Anne will make certain that next year’s fund drive letter is clearer. Trina also pointed out the letter to Program Book business sponsors should also be clear on this point.

Terri also pointed out that IMADA’s mission is also to advocate for arts education in all of the Ipswich Public Schools, but the funding of specific projects is limited to the middle and high schools as the elementary schools have their own parent groups (FRIES). An example of this advocacy is the work IMADA did to help pass the override a couple of years ago – when fourth grade instrumental program would have been cut. Betsy asked if IMADA spent any funds on passing the override and Terri replied that IMADA did not. IMADA simply emailed override information to its members and spoke at school committee meetings, etc.

A discussion then ensued as to the cost of the Doyon curtains. Paul Bedard’s email to Terri stated that the Doyon FRIES and Doyon EDP have committed \$2,000 to the project and he was asking IMADA for \$3,400. Terri noted that she replied to Paul letting him know that when IMADA has spent money on big capital improvements IMADA has written grant proposals and funded the projects in that manner. She offered to speak with whomever at Doyon to share her knowledge on possible grant opportunities.

Terri asked the group if the word “support” in the tag line implies money. Tracy Halliday said it did not. She pointed out that “support” also means volunteerism and advocacy. The group agreed and it was decided not to change IMADA’s tag line.

**Valentine Fudge Sales:** Terri noted that The Company of IHS (drama club) was holding its annual fundraiser of Winfrey’s fudge in a heart-shaped box for \$7 each. Members can email Ms. Faust or buy some at the Post Office and YMCA on Saturday.

**Boston Globe Scholastic Art Awards/MMEA Jr. District Music Festival:** Terri noted that IHS had a very good showing at the recent Globe Scholastic Art competition including three gold award winners. The Junior District music festival auditions were highly successful and 25 of our students (middle school and freshmen) earned a seat at the upcoming festival. She will list the names of these students in the March email newsletter. She also mentioned that Brian Carman wanted to thank the two IMADA parent volunteers who contribute so much of their time to the visual arts program. Ivette Shelbourne mentored a student who won two awards for fashion design. Cindy Minter has mentored Alex Knudsen for several years and he has become a quite successful photographer, earning a gold award, as a result of her involvement.

#### **4. Old Business: Committee Reports**

**Budget Committee:** Gerry Rogers explained there are four funding requests to discuss this month as follows:

- (1) Chinese Interpreter for Art Department \$150
- (2) Visiting Artist for High School Pottery Class \$500
- (3) MMEA All-State Festival Participation Fees \$962.50
- (4) Add Money to Instrument Purchase Fund \$2,000

Gerry noted that if these are approved, IMADA will have \$10,660.39 in uncommitted remaining funds. She knows that Debra Faust and Scott Ames are working on a funding request for the drama department and Brian Carman may ask for \$125 to off-set the cost of Art All-State participation fees if the two nominated students are accepted into the program.

**A discussion ensued on Item 1.** Gerry Rogers explained that the middle school was hosting the exchange with their “sister school” in China. An art teacher will be one of the visitors. Ginger Eaton is requesting IMADA fund an interpreter for one day so that the Chinese art teacher can

participate fully in the classroom and in the art SAC (subject area committee) meeting that will be held during her visit. Sandy Bemis motioned to approve the \$150 expenditure for the Chinese interpreter. Anne Brown seconded the motion and it passed unanimously.

**A discussion ensued on Item 2.** Gerry Rogers explained that in November Brian Carman had told IMADA of the possibility he could get a visiting artist in to work with his class. This was mentioned at the December IMADA meeting but was not voted on at the time since Brian did not have the cost or details of the visit. In early January the artist became available and spent three days with the class teaching them the art of mold making. She also spent a good deal of time with Brian developing a materials list and outlining the course project. The timing of the visit happened quickly (after the January IMADA meeting). Brian is now asking for \$500 to thank the artist and pay her for her time. Gerry stated that budget committee members felt this was a very worthwhile use of IMADA's funds as it not only benefitted these students but taught Brian a new skill that he can now pass on to future classes. Steve Veiga motioned to approve the \$500 expenditure for the visiting artist and Sandy Bemis seconded. The motion passed unanimously.

**A discussion ensued on Item 3.** Terri Murphy noted that she will abstain from voting on this item as her daughter is one of the music all-state participants. Anne Brown also will abstain from voting. Terri mentioned she will participate in the discussion only to answer questions regarding the event – but not to give her opinion. Gerry Rogers explained that Gerry Dolan has asked IMADA to pay half the MMEA Music All-State participation fee. The fee is \$275 per student and includes registration, transportation, food, and hotel for three days/two nights. Gerry Rogers mentioned that last year IMADA funded half the fee for the two students that went to music all-state. This year there are seven students who earned the opportunity to attend. Gerry Dolan has indicated that this is a huge honor for these students. Participation in the event used to be covered by the school budget and more recently by a private donation. That is not the case last year and this.

Steve Veiga asked about what the cost for art all-state will be if the two nominated students are accepted. Terri explained that art all-state costs less than music all-state (\$125/student). Kathy Butler explained that art all-state students stay one night in the Clark University dorms. They take workshops with artists and the program culminates with a show and ceremony at the Worcester Art Museum. Steve said he was concerned that half the cost of the music event was \$137.50 and half of the art event is \$62.50 and wondered if it was fair. Gerry Rogers said she thought IMADA's policy should be to pay half – no matter the difference but suggested we discuss it again if the two nominated students are accepted. Betsy Johnson motioned to approve the \$962.50 expenditure to fund half the cost of the MMEA Music All-State participation fees and Gerry Rogers seconded the motion. The motion was approved unanimously by the seven members voting. Two members, Terri Murphy and Anne Brown, abstained.

**A discussion ensued on Item 4.** Terri Murphy explained she would like to add \$2,000 to the Instrument Purchase fund. Currently the fund has \$4,452.28 (\$2,000 from the Invest in People Foundation and \$2,452.28 from the profits of the annual fundraising concert). She passed Gerry Dolan's instrument "wish list" budget around (see attached) and noted that the current funds couldn't purchase anything on it. Terri also feels we need to spend the \$2,000 gift from Invest in People. She noted that she met with Gerry Dolan and he indicated he probably would not use half the \$3,000 IMADA now has set aside for visiting artists for music ensembles. He also has \$600 in the school's gift account from the Lions Club. With approximately \$7K he can purchase a baritone saxophone, a full-sized tuba, and a half-sized tuba. Anne Brown asked if the half-sized tuba would be for an elementary school student. When Gerry Dolan arrived at the meeting he clarified that it would be used at the middle school – or even a smaller high school student as one has to be quite large and strong to play a full-sized instrument. Steve Veiga asked if it was typical for schools to provide these types of instruments and why students did not rent them. Terri responded that many instruments are just not

available for rental – or if they are, they are very expensive to rent. She pointed to the school double bass collection and noted that all of the basses are school-owned and that only the most serious of those instrumentalists purchase their own bass (usually when they are juniors or seniors in high school). Anne Brown stated that cellos are also expensive to rent and Terri mentioned that she knows from her own daughter’s experience that there are no bassoons for rental at all. Gerry Rogers noted that she heard from five of the seven budget committee members who were all in favor of this request. Gerry mentioned one committee member was concerned about insurance and a discussion ensued about whether it should be required for the parents to purchase insurance riders on their homeowner’s policies if their student has the use of a school-owned instrument. Terri said she would discuss the idea with Gerry Dolan. Steve Veiga motioned to approve that \$2,000 be moved from free cash to the Instrument Purchase Fund. Betsy Johnson seconded the motion and it passed unanimously.

***Annual Fund Campaign:*** Nothing to report.

***Program Book:*** Nothing to report.

***Thanksgiving Breakfast:*** Nothing to report.

***Email/Website:*** Nothing to report.

***Seat Plaque Campaign:*** Nothing to report.

***Art for the Arts:*** Steve Veiga reported the “Call to Artists” letter and forms have been mailed to approximately 125 local artists. Thus far he has heard from three artists with eight submissions. Kathy Butler asked about the theme of this year’s event – Community Visions. Steve explained the theme could be taken literally – such as a landscape – but it could refer to people, organizations, or be very abstract. In addition, work submitted does not have to adhere to the theme. As Steve says, “A platter is a platter.” Steve reported he went to Town Hall for the liquor license and decided to get the license for “social host” instead. Mercury Brewing has agreed to donate the beer and soda for the event and will serve as bartender. The social host license has a restriction that we cannot charge admission or for the beverages. This is not a problem as we were not planning to do so. Terri passed around a sign-up for Art for the Arts volunteers. She noted in the next few weeks we need posters & flyers. *Tracy Halliday volunteered to do the poster/flyers. Anne Brown will see if she can get some images of Robin’s work for the poster.* Betsy Johnson noted she wanted the image to attach to anything she sends to the newspaper for publicity. A due date of March 1 was set to have the posters ready for hanging. Anne pointed out that if we do a postcard-sized version, store owners could hand them out and place in shopping bags. She suggested Zumis, Rivers Edge, and the literature table in the library. *Anne Brown is meeting with Rick Silverman next week and will obtain images, ask about how he wants to be involved in the event and whether or not we can put some of Robin’s work on display. Betsy will do a Call-to-Artists press release.* Kathy Butler asked if Sarah Simon was coordinating the desserts, wine and water again. *Terri will email Sarah. Steve will talk to the art teachers and Doyon School about borrowing the art panels. He will also see if Paul Bedard will transport them for us.* Tracy Halliday mentioned she got an invitation to the event in the mail last year. Terri explained it was sent to all of our annual fund donors. This year she plans to send the invitation to the annual fund donors, the artists and those people who registered to bid last year 2 ½ to 3 weeks ahead of the event. Steve suggested getting the middle and high schools to email info on the event. Still outstanding from last meeting: *Becky Gayton will check to see if the software used at Taste of Ipswich can be used.*

***Art Show Receptions:*** Nothing to report.

**Front-of-House, Middle School Play:** Trina Schell reported that *Pirates of Penzance* profited approximately \$1,500 and that they sold all of the roses – running out at Sunday’s intermission – which means they ordered the perfect amount.

**Front-of-House, High School Play:** Nothing to report.

**Scholarship Committee:** Sandy Bemis reported that guidance does not yet know the due date for scholarship applications. She informed guidance of the new Robin Silverman Scholarship. They want to know if applicants have to live in Ipswich and graduate from IHS, live elsewhere but graduate from IHS, or live in Ipswich but choose out or attend private school. *Anne Brown will firm that up when she meets with Rick Silverman.* Sandy wondered whether a separate scholarship application should be created for the Silverman award. Terri reminded all that Rick’s communication regarding the scholarship read, “pursuing their art in college.” *Anne will ask Rick whether this means any of the arts, or just visual arts, and whether the candidate must be majoring or minoring in the art.* Then we can decide if a separate application or essay is necessary.

**Mass HS Drama Guild Festival:** Terri noted that Pam Colter is organizing the volunteers for the event. She needs timers, ticket sales people, and people to help with the pizza party and serving lunch and dinner to the directors/judges. Terri is organizing the concessions table and needs help there.

**Fine Arts Award Night:** Nothing to report.

**Concert Clothing Closet:** The closet will be out in the lobby the week of March 1 in anticipation of the String Festival.

**Publicity:** Betsy Johnson published a Chronicle article in December for the Small Ensemble concert which helped increase the audience in the IPAC.

**Quarterly Event Posters:** Nothing to report.

**Grant Writing:** Nothing to report.

**Instrument Resale:** Betsy Johnson reported this is defunct and will be taken off the website. There was no interest in the service.

## 5. Fine Arts Department Updates

Gerry Dolan said he was surprised by the reaction he had when he mentioned he was cancelling the music trip abroad that had been planned for April 2011. He had several calls and emails as did Barry Cahill. He had cancelled it because the cost quotes he was getting were far more expensive than he had anticipated and because there will be a new strings faculty person due to Mrs. Natti’s retirement. Right now the quotes are running in the \$3,500 range for a one-week trip. He compares that to the \$2,500 the students paid last year for the two-week China trip. He also realizes the pressure the students can put on a family and, due to the economy, he thought it would be reasonable to wait a year or more when families might be in a better position to afford it. The music department will send home a survey to parents asking how much they would be willing to spend and if they thought they would send their child if the trip cost between \$2,800 and \$3,200. Terri asked if the form would make it clear that in order to make the trip a “go” there would have to be sufficient numbers of students. Gerry replied, “Yes, there has to be the instrumentation – full groups.” The music for the trip becomes the curriculum for the year – and it is terrible to have students prepare and work hard on the pieces and not be able to go and perform them. Terri asked how many typically go. Gerry replied that prior to 9/11 80% of the music students went. On the last trip (2007), only 58% went. He reminded the group that

the trip had to be affordable for all types of students. The goal of the trip is music first, tour and & culture second. Betsy asked about music fundraisers. Gerry replied that one tour company offers a trip-for-two raffle and another offers the ability for one student to win a \$1,000 scholarship. He is not looking to do group fundraisers. Each student would fundraise for themselves. With the raffle – students can sell as much or as little as they want. Last time some students paid for their entire trip last by selling raffle tickets.

Terri Murphy told Gerry IMADA had just approved the additional \$2,000 for the instrument fund. Gerry reported that he had met with the rep from Music & Arts and they had looked at other manufactures which brought the cost of some instruments down. For instance, instead of purchasing the \$6,000 Yamaha bari sax he can get a Jupiter baritone for \$2,800. Though not quite as good an instrument he feels it is made well enough to last and Jupiter's reputation is improving. In addition, the school's tenor saxophone is broken. With these new prices he may be able to purchase a total of 4 instruments: baritone and tenor saxophones,  $\frac{3}{4}$  and full-sized tubas. He thanked IMADA for the funds and said they will be put to great use immediately.

The group brought up the musical instrument insurance issue with Gerry. He told us that the school does hold insurance but the deductible is so high that if one instrument were vandalized or stolen it wouldn't cover its replacement. However, if something happened to a large group of instruments such as a fire, flood damage, mass vandalism, etc. then the deductible would be reached and the insurance would pick up the remaining cost of replacing the instruments. We asked if the school can get a rider to cover instruments and Gerry said he would ask. He will also inquire as to whether the insurance would cover damage to a school-owned instrument while housed at a student's home. Gerry also said the school has been extremely lucky and that no school instruments have ever been stolen or vandalized (save for the first year of the instrument program (24 years ago) when students floated some cellos down the Ipswich River). Only once was a student's own guitar stolen from the school and that was when the student left it at an open back door during a football game.

Gerry reported that the high school jazz band will compete on March 2<sup>nd</sup> in Reading. Terri reminded Gerry IMADA is holding a \$400 donation earmarked specifically for the music department. Gerry said he is reserving that for the high school jazz band and will use it to offset the cost of going to the Salem State Jazz Festival and Clinic on March 11<sup>th</sup>. The Berklee Big Band, three high school bands, and the Salem State Jazz Band will perform in a concert at Salem State that evening. During the day there will be various clinics for the students. It is non-competitive and will be a great experience. However, it conflicts with the annual Newburyport Jazz Fest and so they will not attend Newburyport this year.

Gerry Dolan reported that he met with the Doyon principal that day and spoke with him about IMADA and its role and mission, and gave him a copy of IMADA's program book. Gerry suggested the principal look into various grants or special fundraising events to help fund the curtains at Doyon School.

Gerry reported the middle and high school jazz bands will perform in a concert with the Chinese students. The event will take place on February 22<sup>nd</sup> at 6:30 pm.

## 6. Upcoming Events

**Chinese Students/IMS & IHS Jazz Bands Perform;** Tues. Feb. 23 7:00 pm

**MHSDG Preliminary Competition Drama Fest;** Sat., Feb. 27 9:00 – 6:30 pm

**IAJE Northeast Senior District Jazz Festival;** Tues., March 2 in Reading, MA

**Ipswich String Festival;** Wed., March 3 7:00 pm

**Ipswich Musical Roots Concert;** Sat., March 6 7:00 pm (admission fee)\*

**IHS Jazz Band to Salem State Jazz Festival;** Tues., March 11

**IMS Chamber Music Concert;** Tues., March 16 7:00 pm

**MMEA All-State Festival;** Thurs. – Sat., March 18 – 20 in Boston  
**MMEA Junior District Festival;** March 24, 26 & 27 in Lowell

\*Not an IMADA event. This concert benefits Ipswich Middle School.

**7. Adjournment**

The meeting adjourned at 8:50 p.m. The next meeting is scheduled for **Tuesday, March 9, 2010 at 7 p.m. in the Room B104** of the Ipswich Middle/High School.