

Minutes of ASTA MD/DC Chapter Board Meeting
June 7, 2015, 5:00 p.m.
Home of Matthew Tifford

Present: Matthew Tifford, President; Julianna Chitwood, President-Elect; Sachi Murasugi, Secretary-Treasurer; Doree Huneven, Vasily Popov, Jean Provine.

1. Review of year 2014–2015

All of the events went as planned. Mentoring and workshops for schools was not yet implemented.

2. The following Program Plan for 2015–2016 was approved.

The 2015–2016 Handbook will include:

Member directory

Event flyers, programs

ASTACAP: information must be changed to clarify the new requirements and procedures; especially about grading, possibly (with the permission on National) printing a copy of the adjudication sheet.

Articles

Ads and classified

Postcards:

We will plan on sending pre-event postcards reminders to members since this worked very well. Cost was covered by having an ad on the card.

Workshop and mini-conference subsidies:

To encourage new members, we will offer discounts to ASTA MD/DC members for these events. All event discounts will be reviewed individually by the Executive Committee. We will also look into offering CEU credits to school teachers. We have already contacted the coordinator of strings in Montgomery County. Jean Provine will find out who to contact in PG county.

Social media use:

We will form a committee whose members would consist of all event chairs and headed by the President-Elect, to develop a presence on Facebook and possibly Twitter, and see that material is updated regularly. We will continue sending the bi-weekly newsletter by email. Kelly Hsu will be taking over the newsletter from Lorraine Combs.

Grants and Scholarships:

We are forming a more formal partnership with the two summer programs to which we have been annually contributing (National Philharmonic's Summer String Institute and the International Music Institute and Festival USA). They will receive funds for scholarships for ASTA member students only and the contributions will be recognized in their concert programs, promotional materials, and publications and digital media. They will create a promotional flyer for publication in our Handbook and provide a profile of the student(s) receiving the awards, along with the name of the students' teacher(s) for our publications.

3. Other business:

Website:

We discussed the possibility of rebuilding the website so that it looks more modern and would be mobile-friendly. In its present form it is not mobile-friendly and therefore Google will not display it at the top of their search results. Jonas Music will redo it for \$800. The hosting fee of \$22/month plus minor update charges will remain the same. For \$50 year they could also include e-forms. While we have been happy with Jonas in the past, we may want to investigate other options for comparison before deciding.

Board membership changes:

Scott Herman will be resigning from the board. We thank him for his service!

Sassmannshaus Workshop:

This two-day workshop will be held October 24–25, 2015. Cost is \$250 per participant. We are negotiating with the Sassmanshaus event organizers for a chapter subsidy to be available for ASTA MD/DC members. Attendance to the event will be open to and advertised to VASTA members and others.

Slack:

Matt Tifford prepared a demonstration of the Slack app, which he and Julianna have been using recently as a replacement for Google Hangouts as well as e-mail. It is a group chat system that allows you to file and track and retrieve discussions and shared files according to subject, sender, keyword, or whatever you choose. He would like the board members to open an account so they can be in on the conversations.

Minutes taken by Jean Provine.