



Minutes of the Officers & Board of Directors Meeting  
Thursday, February 18, 2010 @ HFA Offices

Brittain Ashford (Administrator)	Present
Marco Berrocal	Represented by Bill Ryden
Carl Bornmann	Represented by Paul Marmo
Craig Cornwall	Present
Steve Culbertson	Present
Daniel Dorff	Absent
Kathy Fernandes	Present
Lauren Keiser (President)	Present
Sonya Kim	Present
Jim Kendrick.	Represented by Katie Baron
Kristin Lancino	Present
Bryan Bradley	Present
Kathleen Marsh	Present
Roger McClean	Absent
Zizi Mueller	Present
Dave Olsen	Absent
Norman Ryan	Present
Jeff Schroedl	Present
John Shorney	Present
Todd Vunderink	Present

Committee Chairs

Craig Cornwall, Finance Chair	Present
Dave Olsen, Membership Chair	Absent

**Call to order and announcements (Keiser) – 10:07 AM;** No announcements.

**Approval of Minutes from September Meeting** – Approved as amended by Jeff Schroedl. Jeff made the correction that Hal Leonard will not be participating in the HFA/MENC Licensing Program, stating that they already have licensing staff in place and would prefer to negotiate on their own.

**Treasurer's Report** – Approved unanimously as submitted. Brittain reported that dues are still coming but we will send out another communication to members to remind them to pay.

**Old Business**

**HFA Deal:** There are two major issues of concern in the HFA deal progress. One is that the publishers who agreed to participate are still not submitting their databases to HFA. Number two is the Hal Leonard decision not to participate in the program. Keith Mardak told Lauren that he would be willing to enter their data into the database but he is opposed to having HFA

license on Hal Leonard's behalf. Lauren thinks there may be some room for further talk. This decision is delaying the marketing and advertising of the program.

Sonya asked for another draft of the data format. Lauren stated that HFA will send it to everybody. Kathy Fernandez pointed out that publisher's IDs are missing on the identified piece of music. Publishers must include their print ID number when submitting their music to HFA. John Shorney wanted to know how the database will work if Hal Leonard's information is listed, but the work is not licensed by HFA. Lauren answered that he does not know.

**MENC Scholarship Proposal:** Lauren informed the Board that we need the approval of the NY State Educational Board in order to give a scholarship. It was agreed that the MENC will be the provider of the scholarship for technical reasons. MENC will do a feature article in the April edition of their magazine. The scholarship will now be called the MENC scholarship sponsored by the MPA. Winners will be announced in June at the MENC convention in Washington DC. Travel expenses will be paid to the recipients in addition to the scholarship money. The MENC has asked the MPA for an additional \$2,000 to offset the cost of prescreening the applicants. The Board voted unanimously to fund this request. May 1, 2010 is the expected date of final submission for applications.

**Annual Meeting:** The MPA Annual Meeting will take place June 4<sup>th</sup> at the Harvard Club. Lauren suggested that we invite Andrew Keen to be our guest speaker at the Annual Meeting. Andrew Keen is the author of the international hit book, "Cult of the Amateur: How the Internet is Killing Our Culture". The Board authorized Lauren to ask Andrew to be our speaker. Sonya suggested we also have a panel discussion focused on the use of social media to promote publisher's works. The Social Networking panel will be scheduled after lunch. We will also present a memorial for the people who passed on in our industry.

The Board discussed nominees for the MPA Lifetime Achievement Award and the Arnold Broido Award. It was suggested that the Copyright Alliance could be a nominee for the Arnold Broido Award. John Shorney suggested that the Board consider Patrick Ross for the Broido Award; he added that Patrick Ross is a very good speaker. Lifetime Achievement Award candidates were Morty Manus, Dean Birch and John Duffy. Bryan spoke in favor of Morty and Kathy Fernandes spoke on behalf of Dean Birch. The Board voted for Dean Birch by a majority of votes.

### **New Business**

**New Board Member:** Lauren Keiser nominated Sean Flahaven to fill the empty Board position. He is a Vice President at Warner/Chappell publishing. He is a musician and business man reporting directly to Dave Johnson. The Board voted unanimously to install him on the Board.

**Grant to the International Confederation of Music Publishers:** Lauren gave some background about the structure of the ICMP. One of the big issues of ICMP is the inability of the European PROs to reduce overhead. Nine billion euros a year is collected. The PROs take 12% of the collection. ICMP is developing a global database where the underlying work and all the affiliated master recordings are listed. All the users can go to one database and license the work. The PROs do not like this because they will no longer be necessary.

The ICMP is a global organization with Dubai as their newest member and the US as their largest member. Ralph Peer is on the IMPA Board; he represents Popular Music in America. America can only vote according to how much money they put in. The MPA currently has 4000 votes and NMPA has less votes than the money they put in because America can only vote up to 20% of the total vote. Therefore the NMPA is giving the MPA 13,000 Euros which will be added to our contribution so we have more voting power.

Lauren has been elected the Vice Chairman of the ICMP. The ICMP is also a lobbying entity for publishing issues. Developing countries like Brazil are arguing that they do not want to honor copyright restrictions. This is a major issue of the ICMP. John S. asked how much we currently give. We now give \$4600. A \$5000 increase will take us to almost \$10,000. The United Kingdom MPA gives the equivalent of \$20,000. Canada gives \$6,000. NMPA gives \$56,000. Only two countries have two MPAs, the US and France. This money will help steer the organization away from a Eurocentric agenda. Lauren asked the Board to increase our contribution by another \$5000, this would establish us as a major player. John Shorney made a motion to increase our funding to the ICMP by \$5000. The Board voted unanimously to do so.

**Internet Piracy:** Lauren suggested that we need a committee to focus on Internet Piracy and the identification and shut down of illegal websites. It was decided that Jeff Schroedl, Bryan Bradley and Kathy Marsh will submit information to Brittain who will coordinate the information and create reports. A new internet piracy committee was formed with Jeff, Bryan, Kathleen and Sean Flahaven as the new committee members.

The ICMP has asked to MPA to justify the economic loss due to internet piracy. We need to find a way to quantify the loss. The Board suggested that we need a professional analyst to come up with a number.

### **Committee Reports**

**Annual Meeting** – Lauren Keiser. See agenda item in “Old Business” above.

**Contribution** – Roger McClain, Todd Vunderink. No report.

**Copyright and Licensing** – BMI Attorney Fred Koenigsberg will give the legal update at the MPA Annual Meeting.

**Educations Contact and Trade Relations** – Lauren Keiser. No Report.

**ICMP** – See agenda item in “New Business” above.

**Engraving/Production** – Dan Dorff, Todd Vunderink. No report.

**Paul Revere Awards** – Paul Sadowski. A rough draft of the new brochure was presented with four examples of a new look. Changes to the actual awards will be implemented next year. May 1<sup>st</sup> is the submission deadline. The Board chose page three of the design samples as the new logo. We will add the “Paul Revere: American Silversmith, Patriot and Engraver” to the bottom of the logo.

**Finance/Audit** – Carl Bornmann, Craig Cornwall. No report.

**Membership** –Dave Olson. No report.

**MLA/MOLA/Performance Committee** – Norm Ryan. The Opera America Conference will be held June 17th. MPA will participate in a panel discussion on music publishing. Norm distributed a detailed description of The AMC composer Assistance Program. Norm suggested that we make a contribution.

Conversation ensued and the Board decided to consider other organizations for an MPA grant program. This program would support the performing composer. Lauren asked that everyone bring a list of organizations that could participate in this program. They should all be service organization. Organizations that support songwriters are eligible. The MPA will create a list of organizations that are worthy and determine how much money, if any, we will contribute to their organization. All suggestions should be given to Brittain.

**Press/PR/Pub** – Kathy Fernandes/Kathleen Marsh/Craig Cornwall. The Board voted to make the award of a MENC/MPA scholarship an annual event. Brittain will be responsible for creating and delivering a regular newsletter to our membership.

**Research/Development/New Technology** – Steve Culbertson, Kathleen Marsh. Sean Flahaven joined the new technology committee.

**The meeting was adjourned at 11:50 AM.**

Respectfully submitted,

Kathleen Marsh, Secretary