



Minutes of the Officers & Board of Directors Meeting
January 14, 2009 BMI

Brittain Ashford (Administrator)	Present
Katie Baron (Legal Counsel)	Present
Marco Berrocal	Present
Carl Bornmann	Present
Bryan Bradley	Absent
Craig Cornwall	Present
Steve Culbertson	Present
Daniel Dorff	Present
Kathy Fernandes	Present via phone
Lauren Keiser (President)	Present
Sonya Kim	Present
Jim Kendrick (Legal Counsel)	Present
Kristin Lancino	Absent
Kathleen Marsh	Absent
Roger McClean	Absent
Dave Olsen	Absent
Norman Ryan	Present
Jeff Schroedl	Absent
John Shorney	Present
Todd Vunderink	Present

Committee Chairs

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

Sean Flahaven, a guest from Warner/Chappell was also present.

Call to order and announcements (Keiser) – 10:06 AM

Approval of Minutes from January Meeting – Approved as submitted.

Treasurer's Report – Note that Jim Kendrick is giving the MPA a special monthly rate for his legal services. In order to catch up on the last year of services we paid a lump sum to his office. Report approved as submitted.

Old Business

HFA/MPA Educational Licensing Agreement: A recent stumbling block with the HFA agreement has been the participation of Hal Leonard. Hal Leonard recently announced that it would not take part in the deal because it didn't include sync rights. Gary Churgin, HFA CEO, has agreed to discuss the possibility of including sync further. Leonard is willing to put their database into the Harry Fox system, so that it appears to be a one-stop-shop, but they wish to license themselves. The educator will still have to take the extra step to work with Hal Leonard, but having the works listed would be of great importance. Gary Churgin is still thinking about how this can be negotiated.

Because of the tentative nature of this deal it has put the advertising budget on hold indefinitely. Kathy Fernandes asked the board if we might proceed with general education advertising in the mean time. The board agreed that if we have the money that we should go ahead run the general education ads. There will be funds to cover both the Harry Fox direct mail campaign, when it is ready, as well as general educational advertising.

MENC Scholarship Proposal: Lauren spoke with the MENC and they are enthusiastic about these scholarships. They would like us to determine the rules and qualifications of the contest. The MENC would like the contestants to come to Washington, DC in June and for the MPA to cover this travel expense.

They claimed that they could have submissions to the Board by April 1. The board laid down some general rules: open to students 25 years or younger, in English, to those legally residing in the US. John Shorney asked if MENC would be willing to screen submissions for the MPA. Jim Kendrick suggested a committee should be formed; Kathy Fernandes will work with Lauren on this further.

As discussed previously, first place will be a \$10,000 award, second place will be \$3000 and third place will be \$2000.

NMC Grant: There has been discussion to devise curriculum on copyright and IP with the NMC, the only organization in the US chartered by Congress. They were enthusiastic that the MPA would be willing to work with them to fund this curriculum. Lauren met with Phil Crossland, head of marketing for ASCAP. He questioned how this would be implemented, and suggested that Lauren meet with a company that they have been working with to implement other programs in schools. At the Board's direction Lauren mentioned to Phil that the MPA would like a partner in the task-- BMI and SESAC and other organizations have given money for this purpose, thus it makes sense to pool resources.

History of Music Publishing in America: Todd Vunderink has spoken to John Krummel who has an outline for the project but does not want to write it. The Board discussed how much they wanted to spend on the project; Lauren proposed something between 20 and 25 thousand. Jim mentioned that the advance for such a project would be around \$1000. Jim also mentioned that we should talk to other organizations such as NMPA so that we are not writing an "unauthorized history" of the business. Lauren will discuss further with various people and organizations.

Chubb Insurance: Carl reported that they had a bid for a \$1600 annual premium for insurance to cover all directors incase of inadvertent errors. The forms will need to be signed by the president and submitted at this time.

Arnold Broido and Lifetime Achievement Awards: Morty Manus is the only nomination that has been submitted at this time. Daniel Dorff suggested a posthumous award for Walter Eric. Lauren mentioned that a posthumous recognition is something that could be covered at the annual meeting. Steve suggested John Duffy and Craig Cornwall suggested that the Arnold Broido Award for Copyright Advocacy could go to an organization or entity. The Copyright Alliance was mentioned as a potential candidate.

Membership Drive: the MPA would like to develop a theme and send an application to appeal to new members. Board members were encouraged to send ideas to MPA administrator.

New Business

Annual Meeting Speakers/Panel: Daniel Dorff brought Benjamin Zander to the attention of the Board; Zander is a member of the Conductors' Guild and an excellent speaker possibility. John Shorney mentioned the idea of a Social Media panel. The board agreed that this would be a good panel. New delivery methods were also brought up as a concept; there is a panel at Frankfurt that will discuss the same thing. Lauren mentioned asking David Israelite to present a lunchtime speech as well as Fred Koenigsberg to do his usual legal updates.

New Board Nominee: Zizi Mueller of Boosey and Hawkes was unanimously voted onto the board.

Composer Assistance Program: Norman Ryan presented information on the CAP program, which supports composers in the process and development of new work. AMC was hoping that the MPA might be willing to donate to this program, as the MPA has in the past for other AMC programs. Todd Vunderink and Lauren brought up that the MPA had tried to discuss with the AMC in the past where the money specifically was going and was unable to get a clear answer from them. Specifics regarding the CAP program will be emailed to the board for discussion at the next meeting in February.

Committee Reports

Annual Meeting – Lauren Keiser. Covered in New Business.

Contribution – Roger McClain, Todd Vunderink. No report.

Copyright and Licensing – Jim Kendrick presented a list of bootlegged CDs and DVDs of various opera productions made available through operapassion.com, based in Georgia. He wanted to know if the industry would be interested in initiating something against said site. Jim also mentioned that it wildly violated the rights of the performers. The matter will be brought to the attention of Ross Charap.

Educations Contact and Trade Relations – Lauren Keiser. Larry Morton, future president of NAMM, indicated that for NAMM members product revenue of sheet music outsells drum sets and all other percussion instruments. Larry intends to focus on this in his coming presidency.

International Contacts – While Lauren will have a full report upon his return from ICMP in February, he reported that major publishers in Europe are trying to create a global database for all titles. Rather than going to 27 different PROs, one can go to one central place. Lauren mentioned that elections were to take place the following week and that there would be further developments regarding the MPA and NMPA's relationship to the ICMP.

Engraving/Production- Dan Dorff, Todd Vunderink. No report.

Paul Revere Awards – Paul Sadowski. Lauren discussed with Paul the idea of changing the awards to suit new needs and constraints to modern publishing. Paul agreed to continue to chair the awards as long as Daniel Dorff and his committee were still involved.

Finance/Audit – Carl Bornmann. No report.

Membership – Dave Olson. No report.

MLA/MOLA- Dan Dorff, Todd Vunderink, David Flachs. Lauren has been advised by MPA counsel to not pursue action against the NYPL. While George Boziwick has been very receptive to the MPA's

concerns regarding illegal copies, elsewhere in the library this has not been the case. Again, it was decided that the board should sponsor something that libraries could put up near copy machines.

Performance Committee – Norman Ryan. Norman met with OPERA American last month, with an eye towards directing the publisher’s showcase into the programming track of their annual conference.

“Moving Beyond the Premier” is one panel on the table, a meeting will be held in the next two or three weeks with OPERA America to iron out the details. Norman would like to raise the performance budget to \$8K which will cover travel and accommodation for a composer and conductor to participate in our publisher related sessions at the OPERA America and League of American Orchestras conferences. This can also possibly expand to Chamber Music America in 2011. It is not possible for the January 2010 CMA conference since session proposals must be made to CMA by June of the year before. This budget would also cover the preparation of multi-media content (audio visual materials) for inclusion in the sessions, as we've done in the past. The board approved this \$8000 annual budget.

Press/PR/Pub – Kathy Fernandes/Kathleen Marsh/Craig Cornwall. No additional Report.

Research/Development/New Technology – Steve Culbertson, Kathleen Marsh. No report

The meeting was adjourned at 11:45 am.

Respectfully submitted,
Kathleen Marsh, Secretary