



MUSIC
PUBLISHERS'
ASSOCIATION
of the United States

Music Publishers' Association of the United States

Minutes of the Officers & Board of Directors Meeting
September, 18 2008 BMI

Brittain Ashford (Administrator)	Present
Marco Berrocal	Present
Carl Bornmann	Present
Craig Cornwall	Present
Steve Culbertson	Present
Daniel Dorff	Present
Kathy Fernandes	Absent
Lauren Keiser (President)	Present
James Kendrick Esq., (Counsel)	Absent
Steve Manus	Absent
Kathleen Marsh	Absent
Roger McClean	Absent
Dave Olsen	Present
Marc Ostrow	Present
Norman Ryan	Absent
Todd Vunderink	Present

Committee Chairs

Craig Cornwall, Finance Chair	Present
Brian Hill, Membership Chair	Present

Call to order and announcements (Keiser) – 10:05 am

Approval of Minutes for June, 2008 Meeting with the amendment that SC was present for meeting.

Treasurer's Report, approved as submitted

Old Business

Associate members: the concept to extend membership (MENC, MNTA, lawyers, printers, etc) open the organization up to people we interact with. Associate members would not be able to sit on the board, but they would have a liaison with our trade organization. A motion is presented that the board create a membership for non-music publishing organizations and individuals who have a connection with or do business with the MPA. Approved; associate members would pay a \$25 fee to join.

Dave Olson will be the new chair for the membership committee, with Steve Manus.

New Business

Catalogues: print or digital? Mr. Keiser posed the question, within the industry, are we still required to print catalogues? Or can we teach people to go to the websites?

Dave Olson mentioned Tri-Tech, a company that has created an inventory software that can be updated by the publishers monthly and distributed to dealers in order for them to place orders. Mr. Olson speculated that 40% of fax orders and 50% of emails orders come to Subito via the Tri-Tech system. (www.aimsi.biz)

After much discussion, it was decided that it was still necessary to distribute catalogues rather than a CD or other digital media.

Svetlana, Professor of American Music, is the Russian authority on American composers. She would like to know about new composers, any information that board members would like to pass along...

Kopinor: the Kopinor deposit was close to \$200,000 for the 07-08 year—nearly five times what it was two years ago.

Mr. Keiser would like to see this money used for a large project benefiting the publishers and composers, since it has been determined that there is no way to distribute this money amongst our members. Mr. Keiser mentioned the idea of a television commercial, perhaps in part with the NMPA, MTNA, as the timing is good to reach out and convey our copyright message. The board discussed this idea. While the board did not come to a conclusion as to how to spend the **Kopinor** money, it was decided that the organization will spend a lot of money this year promoting copyright awareness.

Mr. Keiser met with his Australian counterpart; he mentioned that they have money that has not been distributed because they are not certain how to distribute it. He mentioned that he will send the Australian contact info to all members. Steve Manus mentioned that one needs an Australian office to file and claim these funds.

MENC Blanket License: Harry Fox does not have the ability to keep up with all the small mechanical/synch requests from band teachers, booster moms, and other educational organizations. The concept brought to the table is that MENC pay the MPA for a blanket license for projects that yield under 100 copies. The MENC would charge their members a small fee, which we would in turn be able to pay out to our members. At \$2 a member we would get \$28,000. A survey would need to be conducted to distinguish what is being performed so that the MPA could distribute this money amongst members. Some board members seemed concerned that this would turn the organization into a rights collective, though others thought this was a good place for us to step into. Publishers not belonging to the MPA would not be able to tap into this MENC pool. Though there seemed to be concerns, there were no major objections. The issue was tabled and will be discussed at the next meeting.

New Membership Drive: With Dave Olson as the new chair, we will come up with a new, targeted letter for prospective members.

Committee Reports:

ACDA- It was decided that we no longer need a chair to interact with the ACDA.

Annual Meeting – Lauren Keiser. It was decided that we will return to the Harvard Club.

Contribution – Roger McClain, Todd Vunderink. The AMC would like to send representatives out to colleges and universities to promote copyright law. They would send Frank Oteri and one other representative to get faculty excited about copyright law. The AMC would like \$10,000 to support this activity. The board would like to see the money specifically go towards copyright awareness and have felt that in the past the money has gone into a general fund. The board was not certain that this would be the best “dollar for dollar” investment and agreed that if we were to invest this money in such a tour that we would send our own representative out in the field. If the AMC would like to present another idea that needs funding to the board, we would be interested in hearing it.

Copyright and Licensing – Marc Ostrow. The Mechanical Rate proceedings are supposed to come to a close soon, with a decision expected on before October 2. The “iTunes” of the industry want that the statutory mechanical rate go down.

Educations Contact and Trade Relations – Lauren Keiser. Effective October 1, ASCAP is no longer sampling or doing surveys for college band or wind ensemble music. It will be monitored like all major orchestral works.

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

Finance/Audit – Craig Cornwall. Our audit is currently under way; Thomas McNulty, an associate of Music Together, is handing the audit. An administrator annual budget was also brought to the table, with the administrator, Brittain Ashford, requesting an MPA debit card with a line of \$1800. This was approved by the board; Carl Bornmann will look into the options available for providing her with a card.

Membership Report – No Report. Gem Music submitted for membership, all approve.

MLA/MOLA/MPA – Dan Dorff, Todd Vunderink, David Flachs. The next meeting will take place October 31.

Performance – Norman Ryan. No report.

Press/PR/Pub – Kathy Fernandes/Kathleen Marsh/Craig Cornwall. Kathy Fernandes reported that the initial response to the new brochure has been very positive. Kathy also brought to the table a variety of new concepts for branding development, which the board voted on. The board voted in favor of development of a new MPA logo, a new membership packet, an “MPA Approval Mark” for Internet sites, and a new Copyright Awareness logo/poster—a brochure will follow pending approval of logo.

The board decided to hold off having a design firm take on the Paul Revere Awards, New Member Appeal (postcard or letter), Annual Meeting invitations, and the writing of a press release. It was decided that we could handle the writing of a press release within the organization. The organization will also handle the graphic application of the logo to envelopes and stationary.

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

Revere Awards-- Awards are live on the MPA website, and the scores are currently touring. Discussed during the Press/PR/Pub report, the board decided that it would be interested applying new typesetting to the Paul Revere certificates.

The meeting was adjourned at 12:00 pm.

Respectfully submitted,
Kathleen Marsh, Secretary