



Minutes of the Officers & Board of Directors Meeting
Thursday, April 8, 2010 at the offices of ASCAP

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

Committee Chairs

Craig Cornwall, Finance Chair Present

Katie Baron was also present.

Call to order and announcements (Marsh) – 10:11 AM; No announcements.

Approval of Minutes from February Meeting – Approved as submitted.

Treasurer's Report – Approved as submitted.

Old Business

HFA Deal: Daniel Dorff brought up sync rights relative to the deal. It is still unclear whether or not the program will embrace sync. The Board discussed the licensing fees associated with the project; there still seems to be concern over costs to license through HFA.

MENC Scholarship Proposal: MENC has let us know that up to this point that there have been no submissions, though some interest and traffic via their website. Kathy Fernandes offered to get our

graphic people to put together Twitter and Facebook campaigns in an effort to draw attention to the project. The Board approved this.

Next year we would like the focus to be put on the user and why they value music, a “have your say” type of campaign geared towards the younger set. Kathy mentioned that via Facebook we can target people who already think it’s important and get them interested. Brittain will also list the scholarship in various databases so that we may cast a wider net.

Annual Meeting: Drafts of the invitation were submitted to the Board, which seemed to please everyone. Paper invitations will go out no later than May 1. A “Save the Date” email will go out this week, pending approval.

There was talk about additional people for the Social Media panel, to be headed by Sarah Baird of Boosey & Hawkes. Kathy Fernandes said that she could ask Pepper’s Web consultant, if needed.

Kathy Fernandes reported via phone that Dean Burtch was aware of being given the Lifetime Achievement Award shortly before his passing. While flowers were sent to the Burtch family on behalf of the MPA, the family has asked that donations be made to the Hospice Foundation of Palm Beach County. Zizi made a motion that we contribute. A figure of \$250 was put out, which the Board unanimously approved.

New Business

Nomination for President: Lauren is willing to serve another two-year term, which will officially be voted on at the Annual Meeting in June. The Board was enthusiastic that he is able and willing to take another term on.

New Board Member Nominations: Brittain asked that the Board think about people who might wish to join the board in the coming year. No names were mentioned at this time.

New Membership Drive: Brittain and Sean Flahaven presented the concept of a new membership campaign to the board, “I am MPA...” which would feature photos of various members, with quotes explaining why they belong to the MPA. The Board liked the concept and discussed the advantage of using smaller members as opposed to bigger ones. Daniel Dorff mentioned that it is much more effective to show smaller publishers in order to get smaller publishers to join, and that such a campaign probably wouldn’t lure in larger publishers that are not already members. The Board agreed with this sentiment.

Over the spring and summer Brittain will arrange for photo shoots with various publishers based in New York and the surrounding areas. Ideally this campaign would be launched in the fall.

New Site Banners: Brittain presented various options for a new Site banner to the Board. The Board liked various aspects of each, and asked that a few of the designs be compiled. Brittain will do this before posting.

Committee Reports

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

Contribution – Roger McClain, Todd Vunderink. Todd Vunderink brought to the table a grant for the AMC. There was discussion of how the AMC could better serve American composers abroad.

Todd discussed that money was needed both for building a database and assisting with travel to Ireland for the IAMIC conference in June. Todd stated that \$12,000 was need for this purpose. Jim Kendrick mentioned that at 45,000 works, the AMC database has vastly improved.

Zizi Mueller made a motion for the contribution, which the Board approved.

Kathleen Marsh mentioned that there should be better guidelines for future contributions.

Copyright and Licensing – Jim reported that there will be a hearing May 6 at the tenth circuit regarding the Golan case. He will have a complete report at the 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. Retooled certificates were circulated to the Board for discussion. There was some discussion of the tradition of the old certificates vs. the looks and feel of a new certificate with our new branding. The Board opted for an off-white paper with a silver-colored boarder featuring the original type, rather than the new Helvetica Light that is associated with our new logo and branding.

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

Membership – Sean Flahaven See report in “New Business” above.

MLA/MPA/MOLA – Daniel Dorff. Dan stated that there will be a meeting Friday, April 23 at Julliard.

Performance Committee – Norman Ryan. Norman stated that the League of America panel has been set: Chad Smith (LA Phil), Ed Harsh (MTC), Steven Stucky (composer), and Joana Carneiro (conductor and music director, Berkeley Symphony Orchestra). Norm will be moderating this year’s panel.

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. See above.

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

The meeting was adjourned at 11:50 AM.

Respectfully submitted,

Kathleen Marsh, Secretary

