



P.O. Box 621, Folsom, CA 95763  
www.SacramentoGuitarSociety.org  
(916) 572-7464 | EIN# 59-3777305

# Board Meeting Minutes

Sept. 11, 2020

Meeting Called to order: 7:12pm;  
In attendance: Jay, Lili, Laurie, Lisa, Sandy

## AGENDA TOPICS:

1. Young Artists Showcase
2. Another Joint Event with Harris Center Partners
3. Entire Season Planning
4. SGS Orchestra Resumption
5. Strum For Fun /Parks & Rec
6. Member Hosted Events

## Topic 1: Young Artists Showcase

We discussed the date, format and judging for the Young Artists Showcase:

- Young Artists Showcase: Friday, Oct 16, 2020
- All Student recordings Due: Sept 30, **2020**
- Levels: Collegiate, high school, middle and elementary
- Performances Must be: Solo, instrumental, acoustic (no vocal)
- Two categories: Classical and Other
- Student Benefit/reward:
  - Judge evaluations
  - Participation Certificates
  - Guitar Strings

**Judging:** Two people from the Asian Community Center have agreed to help us review videos. At prior meeting we had discussed asking the orchestra conductors, Matthew, Michael and Sean to be the other three judges.

**AR: Jay/Lili** Send out memo to judges with dates for judging, standards for judgement , ask them to come up with a criteria.

**AR: Jay** Send out email to all guitar teachers to request student recordings by **9/12/2020**



P.O. Box 621, Folsom, CA 95763  
www.SacramentoGuitarSociety.org  
(916) 572-7464 | EIN# 59-3777305

## Topic 2: Another Joint Event with Harris Center Partners

Discussed the Aug 28<sup>th</sup> event and lessons learned. Decision was to pre-record entire event, including announcements, and have someone monitoring the chat to respond participants' questions. Susan Lamb Cook (coordinator) asked if we wanted to participate for another event and we agreed that it was worthwhile and we should push for a late November event.

## Topic 3: Entire Season Planning:

Our Goal is to have at least ONE event for each month for the rest of the season:

- a. October (Young Artists Showcase)
- b. November (Event with Harris Center Partners, Susan Lamb Cook (Vitae Academy), Lisa Lawson (Sacramento Baroque Soloists).
- c. December Holiday Concert (Orchestra and Paid Artists)
- d. January (Guest Artist TBD)
- e. February – Guest Artist (TBD)
- f. March – Guest Artist (TBD)
- g. April (Orchestra and Paid Artists)
- h. May Big Day of Giving

**Jay/Lili/Sandy** – engage with Jim to discuss artists for each month and what the budget would be. Consider David Chapman for Holiday Concert, Savino's Students for Jan, Feb, March

## Topic 4 - SGS Orchestra Resumption

We discussed the lack of events related to the orchestra. Lili explained it is probably due to lack of communication with the orchestra directors, letting them know that we still have funding for orchestra for the entire season. The contracts were not sent to them to inform them for the continued involvement.

**AR: Sandy/Jay:** Prepare contracts for orchestra directors to set expectation of continuations of the orchestra on a monthly basis.



P.O. Box 621, Folsom, CA 95763  
www.SacramentoGuitarSociety.org  
(916) 572-7464 | EIN# 59-3777305

### Topic 5: Strum For Fun

Lili and Jay discussed an opportunity for SGS to redirect one of the 5 teachers for StrumForFun to the Parks & Rec Program. We were running the prior in-person Parks & Rec classes at a deficit; but due to Coronavirus Pandemic, we have an opportunity to offer virtual classes thru two (or more) Parks & Rec districts (Carmichael, Rancho Cordova), and have more exposure, and therefore more enrollment in a single class session. Here is how we proposed to host the programs:

**Strum For Fun Teachers:** Roberto, Jamison Pettijohn, Logan Vicars, Tony Brisson, Steve Boettner

1. Note reading (Beginning Classical) - Logan
2. Basic Chords Groups - (Tony)
3. Advanced Chords - (Jamison)
4. Flamenco - (Roberto Corrias)

**AR: Lili/Jay,** Host a meeting with the SFF teachers to review dates and class content.

### **Parks & Rec (Steve Boettner)**

Offer 10-week classes:

Session 1: Oct, November/Dec

Session 2: Jan, Feb, Mar

Session 3: April, May, June

Laurie brought up idea of encouraging Level 1 Orchestra members to attend the StrumForFun classes. Lili mentioned that SFF was originally targeted for youth and supported with a grant, given the pandemic, we could still invite orchestra members if we can keep to the original free-format design of the classes.

### Topic 5: Member Hosted Events

Jay talked about SGS updating its events pages to include member-hosted events. Lili brought up our Google Ad-Grants and how we could take advantage of that to promote ALL of our activities and events, including member-hosted events. We had a spontaneous discussion around what kinds of advertisements we could create on Google, and it resulted in discussion on Search Engine Optimization keywords as follows:

### **Search Engine Optimization & Advertisement**

- Guitar strings Sacramento
- Guitar concert Sacramento
- Guitar Performance Venues
- Guitar Lessons Sacramento, Roseville, Carmichael, Stockton
- Classical Guitar Lessons
- Guitar Groups Sacramento
- Guitar Chords Guide

**Motion to Adjourn-** Sandy, 9:19, Seconded by Jay; Motion carried unanimously.