

**Board of Directors Meeting Minutes**  
**Tuesday, December 13, 2022**  
**5:00PM – 7:00PM**  
**Via Zoom**

**Board Attendees:** Midori, Ron Claiborne, Marilyn Cohen, Marc Richter, Howard Sendrovitz, Yuka Hashimoto, Yukari Saegusa, Daniel Goldhagen, Fernanda Ubatuba, and Mandy DeFilippo

**Staff:** Larisa Gelman, Thomas Cawley, and Luz MacManus

**Welcome and Opening Remarks: Ron Claiborne, Chairman of the Board**

VOTE: To approve minutes of September 21, 2022 Board of Directors Meeting

- Motion: Howard Sendrovitz
- Seconded: Marilyn Cohen

VOTE: To appoint Mandy DeFilippo as a member of the Finance & Administration Committee

- Motion: Howard Sendrovitz
- Seconded: Daniel Goldhagen

VOTE: To appoint Fernanda Ubatuba as a member of the Development & Marketing Committee

- Motion: Marilyn Cohen
- Seconded: Howard Sendrovitz

**Organizational Update: Larisa Gelman, Executive Director**

- a. IQmedia Exchange Server: Larisa shared details regarding a cyber security issue with Rackspace, the cloud server currently hosting M&F's Microsoft Outlook Exchange (email client). On December 1, 2022 Rackspace was hacked and M&F lost access to the Outlook Exchange, including PST files which hold contacts, emails, and calendar. She clarified that only the email server was affected, M&F's cloud server for our organizational files is separate, secure, and accessible. She continued that our IT company IQmedia, was working with Rackspace to figure out exactly what occurred and restore access to the Outlook Exchange.

Daniel asked if our team had a back up and Larisa replied that we did and Tom added that there is little risk to us as it only affected the email server. Larisa concluded by sharing that the team was using Office 365 in lieu of Outlook.

- b. Organizational Digitization: Larisa provided an update on the organization's digitization efforts including working with an implementation partner to configure Salesforce to manage the organization's program and fundraising data. She continued that the Director of Marketing & Communications Jacqueline Cannon was using the marketing tool Feathr to roll out location-based marketing campaigns and gather performance analytics of digital content. Larisa shared M&F was using the donation and event management platform Classy. This website would accept donations via credit card, migrate the data to Salesforce, and facilitate gala operations. Ron commented on the fluidity of the donation process and stated Classy was easy to use. Marc inquired about the status of the inactive IT Committee and Luz replied that she would locate the last meeting materials and bring to Finance Committee.
- c. Daniel inquired about lessons from TDCG consulting and Larisa replied that M&F has a list of recommendations from their Board presentation and list of prospects for new funding.

**Development & Marketing Committee Report: Marilyn Cohen, Chair**

- FY23 Contributed Income Update: Marilyn noted that the FY23 YTD Contributed Income reflects gifts received & pledged, in contrast to the Q1 Finance Committee report, which shows actuals received as of

9/30/2022. As of 12/13/22, M&F raised \$1,304,585, 72% of our budgeted goal of \$1,815,000 in Contributed Income. She continued that we have raised \$45K, 56% of our budgeted goal for individual donations, with \$35K left to raise on this line, adding that we expect the end of year appeal to help us reach this goal. Marilyn reported we have received \$8K so far from Board members and she looked forward to the Board's active participation in the fundraising this year. She thanked Yukari \$15K in funding from ConEdison, thank you Yukari! As always if your employer offers matching or funding, please let us know how we can support their giving. Marilyn stated that M&F raised 30% of our Corporate & Foundation goal with prospects listed in the Contributed Income Chart. She added that as usual we are fortunate to have surpassed government budget expectations.

- Special Events: Marilyn reported on two recent special events:
  - a. October 31, 2022: Midori performed at Steinway & Sons on 43rd Street and 6th Avenue, along with NEXTGen student Penelope Shvarts and virtuoso young pianist Maxim Lando. Over 50 guests enjoyed the performance and reception, some of whom have subsequently registered for the gala.
  - b. December 7, 2022: Midori & Friends hosted a holiday social for supporters, partners, and teaching artists, at 817 Broadway. Four dozen community members, some of whom have subsequently registered for the gala, attended the evening's festivities, including Midori. The event featured a performance by rising jazz vocalist, Anais Reno and Marilyn commented that her husband Bob loved the event.
- 30th Anniversary Gala: Marilyn reported that M&F has raised enough funds to cover venue expenses for the gala, invitations were mailed and confirmed a duet performance by Midori and NEXTGen teen musician guitarist Penelope Shvarts. She continued that M&F planned to showcase ukulele students and one additional artist performance. A professional auctioneer has also been engaged for an "auction for good" and Japanese ikebana artist Hazue Tamura Stein has graciously offered to donate traditional centerpieces and floral arrangements for the gala. Marilyn thanked Midori and Setsu for making this possible.
- End of Year Appeal: Marilyn shared that donors who live outside of the tri-state area and did not receive an invitation to the gala will receive an end of year appeal via mail. The campaign will feature two NEXTGen teen musician students and their stories. Marilyn asked the Board to let the team know if you would like to add contacts to the mailing list.

#### **Finance & Administration Committee Report: Marc Richter, Chair**

- Contributed Income: Marc reported that Corporate donations were likely to be affected by economic climate and the team will revisit forecast at end of Q2. He continued that Government Grants increased by \$24,000 over budget. Marc stated that Earned Income projections were reduced by \$100,000 to \$150,000 reflecting budget and spending cutbacks at NYC DOE and NY State.
- Marc reported that discretionary expenses reduced by \$23,100 and, in comparison to the FY23 budget, overall expected income was reduced by \$65,000, operations expenses were reduced by \$10,000, Employee Retention Credit received was \$32,785, and the forecast net income reduced from \$164,000 to \$130,000.
- He continued that the Balance Sheet at 9/30/22 was strong and liquid; with the cash balances low point expected in March 2023 at \$550,000. He concluded that the FY23 balances forecast was \$900,000.
- Marc also reported that he and Mandy and Tom formed a By-Laws review group and will report recommendations at the next Board meeting.
- In addition, for the Board's advice and consent, a prior Board resolution, that had not been signed by the Secretary, authorizing the closing of the Wells Fargo account and consolidating funds at First Republic, was presented.

#### **Program Committee Report: Yuka Hashimoto, Chair**

- Yuka shared that on 12/7/22, Midori held a workshop for students at TAPCo in the Bronx who study instrumental music. Of those students, three are currently in the only formal harp program in NYC High Schools started last year by Midori & Friends in collaboration with Lyra Harp Society in Philadelphia.
- Yuka summarized year to date program highlights including the harp program at TAPCo with three juniors in collaboration with the Lyra Society, who introduced M&F to harpist Skyla Budd who is the teaching artist working on this program. M&F was also awarded a \$15,000 National Endowment for the Arts to be applied to the harp program.
- Yuka reviewed the current Program team staff: Laurent Grant Williams, School Programs Manager; Justin Withers, Community Impact Manager; Jackie Gillette, Program Coordinator; and Jennifer Dayton, NEXTGen Musician Program Consultant.
- Yuka shared that school budgets do not have additional recovery dollars this year from either State or Federal resources and after much back and forth with the City Council, Mayor Eric Adams promised to keep school budgets at the same levels as last year. She continued that the DOE Office of Arts and Special Projects has appointed a new Executive Director, Paul Thompson, a former founding Principal of Urban Assembly High School. Lastly, she shared that M&F is starting to see a few school requests for additional services that will generate earned revenue
- Yuka also provided program specific updates:
  - a. Play to Learn Instrumental & Vocal Instruction Programs have launched this fall in 15 schools focusing on guitar, violin, harp, percussion, voice, and ukulele. Ten additional programs are scheduled to launch in the first week of January. New program: Rock Band! launched at PS 163K, band ensemble will include vocals, electric and bass guitars, and keyboards. Sing to Learn, is reaching 11 schools so far this year and is an excellent pre-instrumental program for young children.
  - b. Celebrate! Music concerts and workshops are in the process of being scheduled with schools. This season includes ensembles representing Mexican, Caribbean, East Asian, Japanese, Classical, Dominican Fusion, Electric Strings, and Soul. Journey to Japan programming may be returning pending specific grant opportunities.
  - c. NextGen Teen Musician applicants doubled from last year and 12 students were accepted from a pool of 36 applicants on instruments including guitar, violin, harp, voice, piano, tuba. Effectiveness of recruiting increased due to in person visits to schools and alumni word of mouth. Students range from 9-12 grade and come from Fordham, Hunter, James Madison, LaGuardia, Talent Unlimited, TAPCo, Celia Cruz. Sofia Deoleo, a student from TAPCo started musical training in elementary school at PS 310 with Midori & Friends. Isaac Stern Scholarship will be introduced this year for two violin students in the program and funding of \$5K has been secured from the family.

**Executive Session commenced at 7:02pm.**