**WMTA EXECUTIVE BOARD MEETING MINUTES**

**Holiday Inn and Convention Center, Stevens Point, Wisconsin**

**October 23, 2014 – 8:00pm to 10:00pm**

In attendance: Catherine Walby, Gail Heywood, Nancy Burman, Mary Tollefson, Rita Schuman, Owen Lovell, Bethany Hartlaub, Dorie Peterson, Lisa Zwiefelhofer, Kayme Henkel, Drea Wagner, Arlyss Troge, Rachel Fritz, Sandy Ryan and Katie Butler.

Regrets: Suzanne Fauser,

1. **Call to Order** 8:14m by President, Catherine Walby.
2. **Welcome and Introductions of all individuals in attendance.**
3. **Adoption of the Agenda** – Nancy Burman motioned to approve, Gail Heywood seconded.
4. **Officer Reports**
   1. **President – Catherine Walby, NCTM** – Mary Tollefson and Dorie Petersen will both be stepping down from the board. Justin Krueger is the new Certification chair, Owen Lovell is the new college Faculty Forum and Lisa Zwiefelholfer is the new Local Association Chair.
   2. **Immediate Past President – Gail Heywood, NCTM** – No Report.
   3. **1st VP-Conference – Gail Heywood, NCTM** – Registration has been tremendously successful this year. We are asking that attendees complete the after conference survey. Gail recommends instigating an online registration process for conference in future years. The 2015 conference will take place on October 23-24, 2015 at the Blue Harbor Resort and Conference Center in Sheboygan, Wisconsin. We are currently accepting submissions for presentations. Gail also pointed out that we do pay presenters even though MTNA does not. The board agreed to continue paying them as it demonstrates the professionalism of our organization. She also pointed out that we have not raised the registration rates since 2007, however, our expenses continue to go up. We already do not break even on the fee, and we continue to lose more money each year. The board discussed various options. After the group discussion, Mary Tollefson moved to raise conference levels to $125 Early Bird, $135 regular and $145 onsite rates. College students will be $55 without the banquet fee and have the option to add the food cost if desired. Nancy Burman seconded. Motion passes unanimously. Discussion was made regarding timing barriers to collegiate attendance at conference. The board discussed financial options for submitting conference registrations online and is in support of further research for this option next year.
   4. **2nd VP-Membership – Arlyss Troge** – National MTNA membership is down almost 10% from last year. The current WMTA membership is 445 as of October 9th. The board discussed possible reasons for the continual drop in membership. Local Associations need to be more proactive with recruitment and retention.
   5. **Treasurer – Rachel Fritz** – Once all remaining conference expenses come through, we are on track to be financially negative at about $15,000. The board members recently started submitting budgets. While this is a good step forward, the numbers do not balance. Regardless, this process will continue to help us plan in advance. Rachel plans to have a budget in place to vote on for the February meeting. The association does have money in reserve, but these amounts continue to go down each year and the instigation of the new budget will keep us on track financially.
5. **Program Chair Reports**
   1. **Arts Awareness and Advocacy – Bethany Hartlaub** – All the Board members completed a survey during the past meeting and three issues were repeatedly mentioned. First, we need to promote arts opportunities and being better aware of events our local areas. Second, the importance of educating the public on the importance of private music teachers. Third, was the need to promote WMTA as an arts advocacy organization as a whole. Promoting the awareness of WMTA will also help promote membership as a whole. The board discussed how communication is pivotal to helping members, parents and students to be aware of opportunities. The website will continue to be an important tool for members and non-members. As a group, we are advocating for music and education, for music teachers and for the association as a whole. The board discussed focusing projects and goals in these specific areas.
   2. **Badger Collegiate Competition – Drea Wagner, NCTM** – The 2015 Badger Collegiate Performance Competition will be on Saturday, March 21 at Lawrence University. The board is hoping to better accommodate the academic schedule of college students who want to participate by moving the month. Postmark deadline for applications is February 21, 2015.
   3. **Badger Keyboard Competition – Kayme Henkel, NCTM** – Al three sites are confirmed and scheduled for May 16, 2015. They will be, UW-Oshkosh for Northeast, UW-Wau Claire for Northwest and UW-Parkside for Southern. Kayme is focusing on efforts that can be completed in advance to keep tasks from piling up so close to the event. Site chairs will need to pay attention to the deadlines this coming year. The website will have far more reference information this year. Teachers will need to know what their student ID numbers are to keep track of the student schedule.
   4. **Badger Vocal/Instrumental Competition – Nancy Burman, NCTM** – This year we are going to combine keyboard and non-keyboard to help with logistical planning. Oshkosh has enough rooms for both events. In the future, Vocal/Instrumental will probably move around to the site that has room to accommodate the students. Site chairs will make sure students who are in more than one area are scheduled accordingly.
   5. **College Faculty Representative – Owen Lovell, NCTM** – In the past we have had a college faculty showcase during conference. Owen recommends adding this back again next year or the following. We will also be integrating more communication and resources for collegiate faculty and students.
   6. **District Auditions – Rita Schuman, NCTM** – The Ovations site is now up and running. Updated district information including a new handbook is now posted on the new website.
   7. **High School Virtuoso Competition – Mary Tollefson, NCTM** – Five students performed this year on October 17th. The board discussed having the competitions at the conference. The board discussed the option and didn’t come to any conclusion.
   8. **Independent Music Teachers Forum – Sandra Ryan** – Sandra has been more involved in committee meetings. She continually hears feedback about the same two things, communication and finances.
   9. **Local Associations – Dorie Petersen, NCTM –** We still have several members who are not tied into a local association. All the members of the year are posted in this year’s conference program. This will make them available to everybody. The new website now has several resources for Local Associations including links to MTNA’s resources for membership retention. The board discussed the percentage of members who are missing out on the positive aspects of a local association and how to better encourage this participating.
6. **Standing Committee Reports**
   1. **Ovation – Suzanne Fauser** – Not Present.
   2. **Central Office / Website – Katie Butler** –The new website is scheduled to go live this weekend once conference is over. All the members will receive an email with the new link. Tools, resources and updates will continue to move forward. The deadline for the December Newsletter is November 15th. Any submissions can be emailed to Katie in the central office at [wisconsinmta@gmail.com](mailto:wisconsinmta@gmail.com). In the past, the webmaster was in charge of everything regarding the website. The position is still valuable, but the central office is performing many of the maintenance tasks. The board discussed the stipend and how it is currently being used. The finance committee will discuss this further at a later date.
   3. **Nominating Committee – Rita Schuman, NCTM** – At the beginning of the Saturday luncheon business meeting, Rita will announce the vote, take nominations from the floor, and proceed with voting. The votes will be counted during the meeting and announced at the end. Next year we will be nominating on Treasurer and both Vice Presidents.
7. **Old Business**
   1. None
8. **New Business**
   1. **WSMA List** – We are now charged to use this list. The cost is annual. We will be posting the list under a password protected section of the website. The board discussed the benefits of purchasing the list and methods of availability that are already available for members. No motion was made.
   2. **Local Association Grants – Catherine Walby, NCTM** - Six local associations requested and where approved for these grants.
   3. **Local Association Surveys – Catherine Walby, NCTM** – As a reminder, legally, the Local Associations can only ask about historical data and members may not set prices amongst each other.
   4. MTNA has a member of the year award. We haven’t nominated any individuals in the past. Members should think about nominations from within WMTA.
9. **Announcements** – The next executive meeting will be in February 6, 2015 from 10:00am – 12:00pm.
10. **Adjournment** at 10:51pm Owen Lovell moved to close, Dorie Peterson seconded.