

**MUSIC TEACHERS NATIONAL ASSOCIATION
BOARD OF DIRECTORS MEETING
Lake Buena Vista, Florida
March 16, 2018**

MINUTES

ATTENDEES

Present

President Scott McBride Smith, President-elect Martha Hilley, Vice President Peter Mack, Secretary-Treasurer Debra Florian, Immediate Past President Rebecca Johnson, Kevin Chance (Southern Division), Sue Field (Southwest Division), Sherry Frush (South Central Division), Christopher Hahn (Northwest Division), Ginger Hwalek (Eastern Division), Beth Klingenstein (West Central Division), Christine Steiner (East Central Division), and Executive Director & CEO Gary Ingle (ex officio without vote)

Staff Present

COO Brian Shepard and Deputy Executive Director for Administration Diana Viltrakis

CALL TO ORDER

The meeting was called to order by MTNA President Scott McBride Smith at 9:07 am on March 16, 2018.

APPROVAL OF MINUTES

The minutes from the December 1-2, 2017 meeting of the Board were entered into the record, the documents having been approved unanimously as submitted via email vote on December 20, 2017.

Minutes were also distributed from electronic meetings on December 19, 2017, January 8, 2018, and February 22, 2018. Those minutes were approved as distributed.

OFFICER REPORTS

Written reports were received from the following National Officers: President Scott McBride Smith, President-elect Martha Hilley, Vice President Peter Mack, Secretary-Treasurer Debra Florian, and Immediate Past President Rebecca Johnson.

Secretary-Treasurer Debra Florian recognized Executive Director & CEO Gary Ingle to present an overview of the January 31, 2018 financial reports. Assets of MTNA are \$4,960,551.16 with

liabilities of \$203,459.17. The balance of the MTNA Trust account is \$898,957.62. The Foundation Fund Endowment account has assets of \$1,669,840.59 and the McHose Trust has assets of \$662,732.84. Income is \$2,441,796.86 with expenses of \$1,269,407.77. Ingle's presentation included his financial projections for the fiscal year end.

DIRECTORS REPORTS

Written reports from all seven Division Directors were reviewed: Christine Steiner (East Central Division), Ginger Hwalek (Eastern Division), Christopher Hahn (Northwest Division), Sherry Frush (South Central Division), Kevin Chance (Southern Division), Sue Field (Southwest Division), and Beth Klingenstein (West Central Division).

EXECUTIVE DIRECTOR & CEO REPORT

Executive Director & CEO Gary Ingle reviewed his written report as follows:

Federal Trade Commission

- MTNA continues to comply with all the terms and specific actions required by the FTC Decision and Order (Consent Decree).
- All state and local affiliate presidents received a copy of the *MTNA Antitrust Compliance Guide* on February 28, 2018.
- The Four-Year Compliance Report is in the process of being written. The report will be filed on or before April 4, 2018.

Board and Governance.

- The voting process for Division Directors-Elect began on January 24 and concluded on February 28. A total of 1,301 votes were tallied. Online and email votes accounted for 97% of the total votes cast. The following candidates received a majority of the votes in their respective divisions and have been certified as MTNA Division Directors-Elect for the 2018-2020 biennium. They will automatically become Division Directors and serve on the MTNA Board of Directors from 2020-2022. Their terms of office will begin on March 21, 2018 at the conclusion of the 2018 MTNA National Conference.

East Central Division:	Lynette Zelis (Illinois)
Eastern Division:	Christina Xie (New Jersey)
Northwest Division:	Jody Graves (Washington State)
South Central Division:	Barbara Fast (Oklahoma)
Southern Division:	Linda Li-Bleuel (South Carolina)
Southwest Division:	Natalya Thran (Arizona) (NA)
West Central Division:	Kirsten Levorson (Minnesota)

Conferences and Meetings

- The seventh MTNA Collegiate Chapters Piano Pedagogy Symposium was held on January 12-13, 2018, at the University of Texas, Austin. The event was quite successful, in large part because of the exceptional work of Faculty Advisor Martha Hilley, Chapter President Ruby Chou, and the entire UT Austin Collegiate Chapter. There was a total of

129 attendees representing 53 schools and institutions. The breakdown of attendees was as follows:

32 Active Members
77 Collegiate Members
04 Former Members
13 Nonmembers
03 MTNA Staff

- The 2018 National Conference at Disney's Coronado Springs Resort in Lake Buena Vista, Florida was the primary focus of the staff's attention after the Collegiate Symposium. The responsibility for managing the thousands of moving parts falls to Brian Shepard and Tonya Schauer, both of whom are highly competent and experienced in all things related to the conference. The conference will feature over 100 sessions, showcases, teaching demonstrations and master classes on topics ranging from teaching methods, literature, and performance to entrepreneurship, studio management and business practices. An extensive Exhibit Hall of print music, instruments, software and pedagogical materials; the MTNA Student Competitions; and Pedagogy Saturday round out the event. The internationally-renowned pianist, Jeremy Denk, and the YouTube sensation, *Time for Three*, will highlight the evening recitals. The conference keynote address will be given by noted neurologist and flautist, Dr. Eckart Altenmuller, chair and director of the Institute of Music Physiology and Musicians' Medicine at Hanover University in Hanover, Germany. Master classes will be led by well-known pedagogues Pavlina Dokovska of the Mannes School and Fei Xu, an independent teacher who specializes in teaching middle school students. As part of our agreement with MTNA China, a session specifically for the Chinese attendees will be held on Saturday, March 17. The session will be a master class led by John Perry, which will be translated into Chinese. In addition, a small, private reception will be held on Sunday evening, March 18, to celebrate the establishment of MTNA China. At the reception, Jane Bastien will be presented with an MTNA Citation for Leadership for her significant work as a pedagogue as well as her high esteem among Chinese piano teachers.
- The MTNA-Stecher & Horowitz Two Piano Competition is now underway. Fifteen duos competed in the video round in January. The top five were invited to Lake Buena Vista for the finals, which will be held on Tuesday, March 20 from 8:00-12:00 noon. Kevin Chance has graciously agreed to serve as the coordinator for the competition. The winning duos will be announced at 1:00 p.m., followed at 2:00 p.m. by a special recital featuring the top two duos. The Two Piano Competition and this special concert have caught the eye of WQXR, the flagship classical music station in New York City. As a tribute to the unique and distinctive character of the new competition and concert, WQXR will be recording the performance for broadcast on its popular program, *The McGraw Family's Young Artists Showcase*. Now in its 41st year, the show is hosted by Robert Sherman, one of the most beloved musical personalities in New York City and beyond. He is son of legendary pianist Nadia Reisenberg and is well-known for his popular books he co-authored with pianist and comedian Victor Borge. Mr. Sherman will be on hand to host and emcee the special concert. This innovative competition and concert, along with the support of WQXR and the *Harold W. McGraw Jr. Family Foundation*, from which a gift of \$5,000 was received, showcase this important, and

often overlooked, genre of music.

- As part of a new MTNA marketing initiative, a videography crew will be onsite in Lake Buena Vista to record footage that will be used in promotional videos during the 2018-2019 membership year. The plan is to release these short videos (approximately 1-2 minutes) on the MTNA social media outlets (Facebook, Twitter, Instagram, YouTube), as well as publishing them to www.mtna.org and sending them to members and prospective members in email blasts. The promotional video footage will include clips from short (10-15 minute) interviews with MTNA members and leadership.

Foundation Fund

- The MTNA Benevolence Fund made important strides over the past few months in terms of membership support. As a result of the three hurricanes last fall, a total of \$41,745.86 has been contributed through February. The breakdown is as follows:
 - 30 state and local affiliates contributed \$11,917.75
 - 349 individual members, nonmembers, and staff contributed \$29,578.11
 - 1 Collegiate Chapter contributed \$250.00
- Of the 43 requests for support, 42 recipients received \$39,470.00 in grants: 14 recipients were from Texas, 8 from Florida, and 20 from Puerto Rico

International

- MTNA China continues to develop as an organizational entity. In addition to the MTNA China events at the 2018 MTNA National Conference (mentioned earlier), the inaugural MTNA China Conference is now scheduled to be held April 29-May 1, 2018 in Guangzhou, China. The conference is possible now that the organization has been formally recognized by the Chinese government. Details are still being worked out, but both Scott and I will attend, and Barry Snyder (Eastman School of Music), a beloved pianist/pedagogue in China, will present a master class.
- The MTNA China Certification Task Force has been appointed, and its work has begun. The members of the committee are:
 - Noreen Wenjen, chair
 - Jie Bu
 - Jie Deng
 - Rebecca Johnson
 - Ning Lu
 - Tim Shook

Strategic Partnerships and Advocacy

- MTNA participated in a unique event at the NAMM show in Anaheim in January. In an effort to showcase and raise the profile of the piano industry, a project called "Roomful of Pianos" was developed a couple of years ago. The concept was to have a "spectacular" festival of multiple pianos playing simultaneously some of the "war horses" of the piano literature appropriate for multiple piano performance. In addition to Martha Hilley and me, several MTNA members were on the Steering Committee for the project, including Tracy Cowden and Richard Rejino. The event came together, and performances were scheduled for three evenings at the NAMM Show. Although the idea of having 88 pianos

simultaneously performing was impossible to realize, some thirty or so pianos and pianists joined forces to perform pieces from Bernstein, Ellington, Holst, Wagner, and the ever-popular "Stars and Stripes Forever." The events were enjoyable, and the "Stars and Stripes" finale was over the top. I'm sure Sousa would have approved.

- MTNA again partnered with *Americans for the Arts* as a sponsor of Arts Advocacy Day in Washington D.C. on March 12-13, 2018. It is the day members of the arts community from all across the country converge to advocate for the arts with members of Congress.
- As Chair of the Board and President of the National Music Council of the United States, I led the Annual Meeting of the organization on February 7. Unfortunately, I was unable to get to New York City for the meeting due to ice and snow, so I engaged in the meeting via teleconference.

Programs

- Implementation of the eFestival program continues to progress. Amy Immerman will be making presentations to both the membership at the Annual Meeting and to the state presidents at the SPAC Meeting to encourage participation.
- The MTNA Webinars continue to be popular. Board members Beth Klingenstein and Christine Steiner presented a January 19 webinar on Arts Advocacy, Peter Oehrtman presented a February 9 webinar on fresh approaches to traditional teaching, and Board member Kevin Chance led a March 2 webinar on making the most of Disney at the conference.
- *Music Teacher Monday* was announced on February 23. *MTM* is an innovative, once-a-month, online continuing education opportunity for the time-challenged music teacher. The first MTM on March 5 inaugurated #MusicTeachersChat, a Twitter chat focused on relevant topics of interest to music teachers. The first topic was "Student Motivation." Only a few individuals actively participated, but the real benefit is in "Twitter impressions." Before MTM, MTNA Twitter impressions averaged about 442 per day. But on March 5, our impressions reached 3,336. Over the past 28 days, MTNA tweet activity increased 108.3%, tweet impressions by 41.7%, profile visits by 131.1%, mentions by 128.6%, and followers by 44 individuals.
- MTNA is officially on Snapchat. It joins Twitter, Facebook, and Instagram as part of our four-pronged effort to engage our members in social media.
- The new online-only Division competitions were announced to the membership. The first step was an announcement and rationale from the Competitions Committee to the MTNA State-Affiliate Presidents and MTNA Competitions Officials on December 8, 2017. The responses to the email were overwhelmingly positive. Step 2 was an announcement and rationale to the membership from me on December 19. The responses have been very positive, although the members are not unanimously in favor. Once the conference is completed, the next steps to establish processes and policies for the new approach to the Division competitions will begin.

State and Local Affiliates

- I assisted multiple state and local affiliates in dealing with legal and ethical issues arising from issues arising from members and nonmembers.
- A concerned member of the Frisco MTA in Texas contacted us regarding the local board's establishment of fines for failure to comply with monitoring responsibilities and

threats to expel members who divulge contact information of officers to parents and students.

- The president of the South Jersey MTA asked for assistance in dealing with the expulsion of a member that has led to threats of a lawsuit.
- The Katy MTA in Texas is updating its bylaws and the president had questions about expelling members for not attending a designated number of membership meetings.
- The Northern Nevada MTA asked for assistance on how to deal with having no one to succeed the president.
- The leadership issues in the New Mexico MTA remain unresolved.
- The New Hampshire MTA continues to deal with a member who has become quite disillusioned with the leadership of the state affiliate and been unrelenting in his efforts to "rectify" the situation. He abandoned the idea of starting his own state association when informed it could not be affiliated with MTNA. His latest attempt to establish a new local chapter has been met with resistance from the NHMTA board.
- A lawsuit was filed against the Washington State MTA and one of its local affiliates in January, 2018. The case involves allegations against a former member who held an office with the affiliate for about a year. The state and local are now in the middle of answering long lists of interrogatories and fulfilling requests for production of materials and information relative to the case.
- In mid-December, 2017, we were contacted by Victoria Fischer Faw, president of the North Carolina MTA. She relayed an unfortunate situation that had just occurred involving their state treasurer. The treasurer had received what appeared to be an email from Victoria, who was in distress, and needed a large sum of money immediately. Of course, it was a scam, but the treasurer didn't know it. The treasurer left a message to talk to Victoria, but before Victoria could return the call, the treasurer, for some reason, went ahead and transferred over \$8,000 from the NCMTA treasury to the account in the email. Fortunately, thanks to quick action by the treasurer, the bank was able to recover nearly all of the money. Needless to say, NCMTA is enormously happy and relieved.
- The desire for MTNA to provide some kind of abuse and misconduct insurance continues to be a major issue. Unfortunately, adding blanket abuse coverage to the existing MTNA General Liability Insurance for all of our state and local affiliates is still unavailable. However, our insurance broker, Clark-Theders, has been able to get a quote on a stand-alone policy abuse policy for one of our affiliates. We had asked four state affiliate presidents to send us rough estimates of the number of events they held annually and the number of participants in them. The Pennsylvania MTA president was the only one who responded, which was fortuitous because Pennsylvania is one of the most stringent states on the issue of abuse. Based on the information submitted by Pennsylvania, here is what the underwriters came back with:
 - \$1,000,000 limit
 - \$15,000 retention
 - \$15,000 premium + fee/tax

Please note, the \$15,000 premium is just to cover the **state association of Pennsylvania and all local affiliates of PMTA**. Each state affiliate will have to be covered separately. Without submitting information on all state affiliates, we cannot get the cost of abuse insurance for them. However, it is a safe assumption that most every state affiliate will require the payment of thousands of dollars for abuse coverage, which is well beyond the

means of most state and local affiliates. It also makes it impossible for MTNA to provide it for them.

The sheer number of individuals involved in MTNA-related events, the number and variety of the types of events held by our affiliates, and other unknowns and unforeseeable circumstances, make it incredibly expensive for an insurance company to balance their profitability with the potential number of claims on the policy. This information will be communicated to the state presidents at the SPAC meeting.

Staff and Headquarters

- All of us are elated with the return of Diana Viltrakis to the office following her maternity leave. We missed her enthusiastic and energetic presence as well as her one-of-a-kind ability to keep us all in line. She and Clay are terrific parents of a beautiful child who brings joy to them and to all of us.

American Classical Music Hall of Fame

- The three-year negotiation and due diligence process for MTNA to assume the management and governance functions of the American Classical Music Hall of Fame was concluded successfully in December 2017 following the positive vote of the MTNA Board of Directors. The Affiliation Agreement was signed, and the first meeting of the new Board of Trustees of the now MTNA affiliate took place on February 14, 2018 at the MTNA National Headquarters. Work is now underway to compile nominees for induction this year to the Hall of Fame.

Travel and Meetings

January

Jan 10-13, 2018	Collegiate Chapters Symposium	Austin, TX
Jan 24-29, 2018	NAMM Show	Anaheim, CA

February

Feb 07, 2018	National Music Council Annual Meeting	Cincinnati, OH
Feb 14, 2018	American Classical Music Hall of Fame Board of Trustees Meeting	Cincinnati, OH

March

Mar 15-16, 2018	MTNA Board of Directors Meetings	Lake Buena Vista, FL
Mar 17-21, 2017	MTNA National Conference	Lake Buena Vista, FL

COMMITTEE REPORTS

Written reports were received from the Nominating Committee (Rebecca Johnson), Finance Committee (Debra Florian), State Presidents Advisory Council (Rick Valentine), 2018 National Group Piano/Piano Pedagogy Forum (Tom Pearsall), 2018 Conference Planning Committee (Pete Jutras), 2018 Collegiate Chapters Piano Pedagogy Symposium (Katherine Chandler), *AMT* Editorial Committee (James Litzelman), eJournal Editorial Committee (Linda Cockey),

Foundation Fund Development Committee (Brian Chung), Membership Committee (Peter Mack), Select Committee on Collegiate and Young Professional Development (Scott McBride Smith), Global Initiatives Task Force (Scott McBride Smith), Composer Commissioning Program (Ann Witherspoon).

BUSINESS

Presidential Appointments

President Scott McBride Smith appointed the following people as 2019 Pedagogy Saturday Track Chairs:

Teaching Artistry and Technique:	Peter Mack
Recreational Music Making:	Richard Rejino
Musician Wellness:	Gail Berenson
Special Needs:	Scott Price

Motion and Second to ratify the 2109 Pedagogy Saturday Chairs.

PASSED

Feasibility Study for Artist-Teacher Conference

President Smith introduced a proposal to establish a Task Force to investigate the feasibility of a second annual MTNA Conference and to develop a financially responsible Action Plan as appropriate. Every year MTNA receives vastly more proposals from members wishing to present at the annual MTNA Conference than facilities and scheduling allow. This represents the reality that many young music professionals are required to present on the national level in order to get academic jobs and to receive tenure and promotion.

The success of the defunct *World Piano Pedagogy Conference* also suggests that there is an interest from MTNA members for programs more narrowly targeted to artist-teachers, including masterclasses, student performance opportunities and competitions. Activities aimed at Chinese professors and teachers might also be included.

Attendance at the existing MTNA Conference has remained stable and MTNA finances are positive at a time when overall membership is declining. This is an opportune time to consider some new programs that might attract new members and energize current ones.

Motion and second to establish a Task Force to investigate the feasibility of a second MTNA Conference and to ratify Peter Mack as chair.

PASSED

Discussion of Conference Gala and Awards Brunch

South Central Director Sherry Frush submitted a proposal to discuss possible options for the Conference Gala and Awards Brunch. Rising costs and decreasing attendance has been a concern for several years for these events, both for the members and the state affiliates. While MTNA has Food and Beverage attrition, perhaps viable alternatives could be considered that would meet F&B and yet allow attendees to see their honorees recognized at a large venue without the high expense. Also, well deserved recognition is becoming limited when the honorees are presented during a meeting or event where attendance is diminishing each year.

Following lengthy discussion, the Board took no action on the proposal.

State Rebates for Competition

Southwest Division Director Sue Field proposed that MTNA increase the reimbursement rate to each state affiliate for the MTNA competitions from the present 50% starting in 2018.

Following lengthy discussion, the Board felt there is not enough information yet to know the financial impact of the online Division competitions and where potential monies might be reallocated.

By unanimous consent, the proposal was tabled.

Discussion of Member Recognition

South Central Division Director Sherry Frush proposed that MTNA consider cost effective options for member recognition for designated membership anniversaries.

The MTNA staff will consider ways to recognize members at regular intervals, especially at the beginning of their membership.

Resolution of Appreciation

Motion and second that the Board of Directors express its profound gratitude and appreciation to the following officers for their service to the association:

**2014-2016 Division Directors-elect
2016-2018 Division Directors**

**Christine Steiner, East Central Division
Ginger Hwalek, Eastern Division
Christopher Hahn, Northwest Division
Kevin Chance, Southern Division
Sherry Frush, South Central Division
Sue Field, Southwest Division
Beth Klingenstein, West Central Division**

PASSED

The meeting was recessed at 4:23 p.m. on Friday, March 16, 2018 and was reconvened at 9:23 a.m. on March 21, 2018. Eastern Division Director Ginger Hwalek was absent due to inclement weather in Maine requiring her to leave early.

Over the course of its meetings, the Board engaged in wide-ranging and lengthy discussions about the future of the association and how to move forward in changing times. President Smith commended the Board members for sharing their ideas and suggestions, which he promised to communicate to the new Board.

ANNOUNCEMENTS

The next meeting of the Board of Directors will be July 11-13, 2018 at the MTNA National Headquarters in Cincinnati, Ohio.

ADJOURNMENT

President Smith adjourned the meeting at 9:50 a.m. on March 21, 2018.

Respectfully submitted,

Debra Florian
Secretary-Treasurer