

**MUSIC TEACHERS NATIONAL ASSOCIATION
BOARD OF DIRECTORS MEETING**

**Cincinnati, Ohio
July 8 – 10, 2010**

MINUTES

ATTENDEES

Present

President Ann Gipson, President-elect Benjamin Caton, Vice President Sigrid Luther, Secretary-Treasurer Cheryl Pachak-Brooks, Immediate Past President Gail Berenson, Executive Director and CEO Gary Ingle (ex officio without vote), Marianne Bryan (West Central Division), Amy Rose Immerman (East Central Division), Ethel Iwasaki (Southwest Division), Charles Jones (South Central Division), Peter Mack (Northwest Division), and Richard Scott (Southern Division)

Absent

Diane Birr (Eastern Division)

Staff Present

Senior Deputy Executive Director Marge Bengel and Deputy Executive Director and COO Brian Shepard

CALL TO ORDER

President Ann Gipson called the meeting to order at 2:00 p.m. on Thursday July 8, 2010 and welcomed the new directors to the Board.

MINUTES

The minutes of the March 2010 Board meeting were approved via email on May 3, 2010. There were no further corrections.

REPORTS

National Officer Reports

Written reports from the Elected Officers were reviewed: President Ann Gipson, President-elect Benjamin Caton, Immediate Past President Gail Berenson, Vice President Sigrid Luther and Secretary-Treasurer Cheryl Pachak-Brooks.

Secretary-Treasurer Pachak-Brooks recognized Executive Director Gary Ingle to lead a review of the financial reports. The May 31, 2010 financial reports were the most recent reports available. Assets of MTNA are \$2,636,815.04 with liabilities of \$694,470.40, and income of

\$2,327,585.06 with expenses of \$1,733,234.48. Unrestricted long-term investments are \$645,725.57. The Foundation Fund Endowment Account has assets of \$645,517.50 and the McHose Trust has assets of \$509,564.54.

Division Director Reports

Written reports from all seven Divisions were reviewed: East Central (Amy Immerman), Eastern (Diane Birr), Northwest (Peter Mack), South Central (Charles Jones), Southern (Richard Scott), Southwest (Ethel Iwasaki) and West Central (Marianne Bryan).

National Forums

Written reports from the Forum chairs for the March 2010 meetings were reviewed: Arts Awareness and Advocacy (Carmen Shaw for Ellen Flint), Collaborative Performance (Fay Adams), College Faculty (Celinda Hallbauer), Collegiate Chapters (Debra Florian), Independent Music Teachers (Lezlee Bishop) Local Associations (Karen Thickstun) and Wellness (Tom Ediger).

The meeting was recessed at 5:00 p.m.

The meeting was reconvened at 9:00 a.m. on July 9, 2010.

National Program Chairs

A written report from the Composer Commissioning chair (Ann Witherspoon) was reviewed.

Standing and Special Committees

Written reports from the following standing and special committees were reviewed: *AMT* Editorial Committee (William Westney), e-Journal Editorial Committee (Lesley McAllister), 2011 Conference Planning Committee (Benjamin Caton), Development Committee (Brian Chung), Finance Committee (Cheryl Pachak-Brooks), 2011 Pedagogy Saturday & Year of Collaborative Music Committee (Janice Wenger), Membership Committee (Sigrid Luther), Nominating Committee (Gail Berenson), MTNA Partnership Review Committee (Benjamin Caton), and the MTNA State Presidents Advisory Council (Krista Wallace-Boaz) and the Summit for MTNA Leadership Planning Committee (Benjamin Caton).

Membership Committee

Sigrid Luther, chair of the Membership Committee, made a request of the Board to further define the purpose of the Committee by adding *“To directly assist state and local leadership in developing strategies for membership recruitment and retention.”*

Motion and second to adopt as a fourth purpose of the Membership Committee the following purpose statement: “To directly assist state and local leadership in developing strategies for membership recruitment and retention.”

PASSED (unanimous)

The purpose of the Membership Committee now reads:

1. To give input into the development of the Annual Membership Recruitment and Retention Plan.
2. To approve the Annual Membership Recruitment and Retention Plan.
3. To evaluate the Annual Membership Recruitment and Retention Plan.
4. To directly assist state and local leadership in developing strategies for membership recruitment and retention.

Finance Committee

The Financial Stabilization Plan adopted by the Board in March 2009 called for the \$450,000 cash deficit at FYE 2009 to be replenished over a 3 year period by building in \$150,000 cash surpluses beginning with FY 2010. It is projected that MTNA will have a cash surplus at the end of FY 2010 in the approximate amount of \$300,000. In addition, MTNA has deferred the withdrawal of \$99,339 available in the Foundation Fund Endowment account and the McHose Trust Account for FY 2009 and 2010 and used existing cash on hand to fund the awards and grants during those years. Had these funds been withdrawn the cash surplus at the end of FY 2010 would have been approximately \$400,000.

Motion from the Finance Committee that, given the substantial retirement of the deficit by the end of FY 2010, the Board remove from the Financial Stabilization Plan the requirement of a \$150,000 surplus in the FY 2011 and FY 2012 budgets.

PASSED (unanimous)

Development Committee

In accordance with the Development Committee's responsibility of helping to develop policies and procedures related to gift solicitation and recognition, the committee submitted two proposals for gift designations and individual giving. Following a great deal of discussion and deliberation, the Board took no action.

Motion and second to express the gratitude of the Board to the members of the MTNA Development Committee for their exceptional and dedicated service.

PASSED (unanimous)

Executive Director and CEO Report

The Board reviewed the written report submitted by Executive Director & CEO Gary Ingle. He reported that the economic crisis has required MTNA over the past year and a half to take substantial actions to reduce expenditures and streamline operations. In addition to cost-cutting and reduction of staff, the mandate to end each fiscal year over the next two-three years with approximately \$250,000 in surplus, coupled with the uncertainty of our revenue streams along with maintaining a high level of services that our large and diverse membership has come to expect, make the allocation of resources even more challenging. He remarked that, as Executive Director, his role is to guide the budgeting process, both in process and in setting priorities, based upon the MTNA Strategic Plan and upon which the operating budget is based. The remainder of his report was devoted to the associational priorities for the upcoming year.

Priorities for FY 2011

PRIORITY 1: MEMBERSHIP RECRUITMENT AND RETENTION

The MTNA membership is declining and graying at the same time. Therefore, recruiting and retaining members, with a focus on younger teachers, is of preeminent importance. MTNA's strategy must cultivate the involvement of leadership, especially the membership chairs, at all levels of the association.

PRIORITY 2: TECHNOLOGY

Members today are influenced by society at large. Therefore, they want what they want, how they want it, when they want it. Technology is the enabler. Of paramount importance is developing a high-quality association web presence.

PRIORITY 3: MARKETING/COMMUNICATIONS/RESEARCH

Seven of MTNA's strategic goals begin with the word "promote." A strong marketing and communications program to our members, the profession, the industry, and the public-at-large is vital. MTNA should be the primary source of statistical and research information on the music teaching profession. In addition, member research is necessary to drive strategy and tactics of the association.

PRIORITY 4: STAFFING

MTNA members have been quite clear in their satisfaction with the high level of service that is provided by the national headquarters staff. To ensure our staff's satisfaction, MTNA must reward their efforts as generously as possible within the constraints of the budget. Furthermore, MTNA must allocate and "right size" the full-time staffing to ensure the effective and efficient implementation of our essential programs, services, and priorities: Part-time staff may be indicated for some programs, as well as outsourcing.

PRIORITY 5: PARTNERSHIP DEVELOPMENT AND GLOBALIZATION

MTNA began as an organization with a global mindset and must remain so today, even in this economy. MTNA must be local and global (glocal) at the same time. MTNA must continue to enhance the connection between the national association and our state and local affiliates through personal contact. To do so, MTNA must ensure opportunities for Presidential and CEO involvement with organizations at the local, state, national, and international levels.

PRIORITY 6: CONFERENCE AND MEETINGS

The annual conference is without equal for the music teaching professional. MTNA must ensure that it remains a high-fidelity experience for the professional.

PRIORITY 7: CERTIFICATION

Certification is an indicator of a fully qualified music teacher to the public. MTNA must put more focus on supporting university pedagogy programs in curriculum development and delivery to ensure well-prepared graduates.

PRIORITY 8: PUBLICATIONS

The AMT is the standard by which other teacher publications are judged, so much so that it is imitated by other publications. The MTNA e-Journal is fulfilling a unique role as a digital-only publication to collegiate music teachers.

PRIORITY 9: COMPETITIONS

MTNA student competitions are the preeminent educational and performance competitions in the world. These competitions are the source of the great majority of news articles about MTNA and the students.

PRIORITY 10: FOUNDATION FUND

MTNA has the only foundation in the world devoted to the studio music teacher. Because of this uniqueness, the fund must be a priority so that our focus on giving grants and other financial assistance to independent and collegiate music teachers and their students continues.

He concluded his report by comparing metaphorically MTNA to a big tent: our membership makes up the body of the tent. The tent, our membership, is supported by five tent poles: conference, publications, competitions, certification, and the Foundation Fund. The guy wires are made of atoms and bits: atoms representing the traditional ways we communicate and interact with our members, and bits representing technology, the new ways we communicate and interact. Currently both are necessary guy wires to sustain the tent poles and therefore the tent itself. It is desired that these priorities will enable MTNA to have a big tent where everyone is welcome and rewarded.

The meeting was recessed at noon.

The meeting was reconvened at 1:45 p.m.

BUSINESS

Presidential Appointments

Motion and second to ratify the following appointment:

2011 Poster Session Chair

Patricia Powell

West Chester University

West Chester, PA

PASSED (unanimous)

Review of Current Financial Policies

Executive Director Ingle led a review of MTNA's current financial and investment policies. The Finance Committee had no recommendation for changes to the policies and the Board took no action.

FY 2011 Budget Proposal

Executive Director Ingle, on behalf of the Finance Committee, made a presentation of the FY 2011 MTNA budget. The proposed budget projected income of \$2,198,746.00 and expenses of \$2,189,117.00.

Motion from the Finance Committee that the Board approve the FY 2011 budget as presented.

PASSED (unanimous)

Audit

Motion from the Finance Committee that the Board approve Clark, Schaefer, Hackett & Co. as the auditors for FY 2010.

PASSED (unanimous)

2011 MTNA Achievement Award

President Gipson submitted the name of Warren Jones as the recipient of the 2011 MTNA Achievement Award. This award is given to an individual who has made significant and lasting contributions to music teaching.

Warren Jones has recently been named as "Collaborative Pianist of the Year" for 2010 by the publication *Musical America*. He performs with many of today's best-known artists, and is Principal Pianist for the exciting California-based chamber music group Camerata Pacifica. In the past he has partnered such great performers as Marilyn Horne, Håkan Hagegård, Kathleen Battle, Barbara Bonney, Carol Vaness, Judith Blegen, Tatiana Troyanos and Martti Talvela. His collaborations have earned consistently high praise from many publications: *The Boston Globe* termed him "flawless" and "utterly ravishing"; *The New York Times*, "exquisite"; and *The San Francisco Chronicle* said simply, "He is the single finest accompanist now working."

Mr. Jones is a member of the faculty at the Manhattan School of Music in New York City, where highly gifted young artists work with him in a unique graduate degree program in collaborative piano. Each summer he teaches and performs at the Music Academy of the West in Santa Barbara, California. For ten years he was Assistant Conductor at the Metropolitan Opera and for three seasons served in the same capacity at San Francisco Opera.

Mr. Jones is also a prominent musical jurist, having been a judge for the Van Cliburn International Piano Competition, the Walter Naumberg Foundation Awards, the Metropolitan

Opera Auditions, Artists' Association International Fine Arts Competition, and the American Council for the Arts.

Motion and second to confer upon Warren Jones the 2011 MTNA Achievement Award.

PASSED (unanimous)

2011 Distinguished Service Award

President Gipson submitted the name of Phillele McBrayer as the recipient of the 2011 MTNA Distinguished Service Award. This award is given to an individual who has made significant and lasting contributions to MTNA through service to the national association.

Phillele McBrayer, an independent music teacher specializes in teaching adult students. McBrayer joined MTNA in 1963 and holds dual membership in Texas and Oklahoma. She has served as Texas State President from 1981 – 1982 and Oklahoma State President from 1998-2000 and holds honorary life membership in both states. She was recognized as TMTA's Teacher of the Year in 1983, Houston's Teacher of the Year and as a 2002 Oklahoma Foundation Fellow. McBrayer's service to MTNA includes the National Certification Board 1986 - 1990, Governance Study Committee, Membership Services Task Force 2001 – 2003, Nominating Committee 2001 – 2003, and Foundation Fund Development Committee 2005 – 2009. McBrayer has also attended 32 consecutive national conferences.

Motion and second to confer upon Phillele McBrayer the 2011 MTNA Distinguished Service Award.

PASSED (unanimous)

Duet Partner Clarification

Currently, duet team entrants must both be in the Senior level age range of 15-18. After three years of this competition, we have not had more than 25 entries nationwide in one year. The Committee has received requests to expand the age range so more siblings could compete as a duet team. With this proposal, one member could be in the 11-14 age range of the Junior level. It would retain the Senior Duet Competition designation and be a part of the Senior competition level.

Motion and second that duet partners may be in either the Junior or Senior level, but at least one must be in the Senior level.

PASSED (unanimous)

Chamber Music Competition

A proposal was submitted from the national competitions committee to divide the MTNA Chamber Music Performance Competition into two tracks: Strings and Winds, with Piano classed as a string instrument. The designation of the wind or string competition track would be determined by the greater number of string or wind instrument in the given ensemble. In their rationale it was pointed out that it would be much more logical to offer, as do other major

competitions, a contest in which more “like minded” ensembles compete. There is also concern on the part of the committee that the frequent winning of the wind ensembles is inhibiting participation by string ensembles (string quartets, string trios, piano trios/quartets, etc.)

Motion and second to divide the MTNA Chamber Music Performance Competition into two tracks: Strings and Winds, with Piano classed as a string instrument.

PASSED (unanimous)

Motion to postpone implementation until the 2012-2013 competitions. Failed for lack of a second.

Motion and second to implement for the 2011-2012 competitions year culminating at the New York Conference.

Passed (9 yes, 1 no)

Leadership Citation

Peter Goodrich retired this year after 35 years with Steinway & Sons as Vice President for Concert and Artist Activities. Peter was instrumental in the establishment of the Steinway sponsorship of the MTNA Young Artist Piano Competition, which has been a Steinway grand piano. He was an ardent supporter of MTNA, music teachers, and the piano profession throughout his career.

Motion and second to confer an MTNA Leadership Citation upon Peter Goodrich for his many years of service to the music industry, music teachers, and music profession.

PASSED (unanimous)

The meeting recessed at 5:00 p.m.

The meeting reconvened at 9:00 a.m. on Saturday July 10, 2010

EXECUTIVE SESSION

By general consent, the Board went into Executive Session without the Executive Director or staff to prepare the annual review documents of the Executive Director.

The President declared the Board out of Executive Session at 11:30 a.m.

The meeting reconvened at 1:45 p.m.

The Board returned to Executive Session with the Executive Director present to perform the annual review of the Executive Director.

The President declared the Board out of Executive Session at 2:15 p.m.

ANNOUNCEMENTS

December Finance Committee Meeting – Cincinnati, OH
December 2, 2010 2:00 p.m.

December Board Meeting – Cincinnati, OH
December 3 – 4, 2010 9:00 a.m. – 5:00 p.m.

ADJOURNMENT

There being no further business to come before the Board, the meeting was adjourned at 2:30 p.m. on July 10, 2010.

Respectfully submitted,

Cheryl Pachak-Brooks
Secretary/Treasurer