

**Minutes of the Meeting of the Executive Board of the  
Twin Cities Chapter of the American Guild of Organists  
October 25, 2010**

**PRESENT:** James Callahan, Dean; John Salveson, Secretary; David Geslin, Treasurer; Tom Ferry, Priscilla Franken, Jane Hanson, Dianne Jelle, Pat Kohnen, Geoff Olson, and Bill Stump. Also present were Mike Edwins, Chaplain; Barb Herzog, Registrar; Jeffrey Patry, Professional Concerns.

We welcomed guests: Joel Carver, David Engen and Kathryn Moen

Excused: Carolyn Diamond, and Scott Rohr.

Absent: Karen Flynn, Sub-dean.

**I. Call to Order:**

Dean Callahan called the meeting to order at St. Matthew's Lutheran Church, St. Paul, MN.

Chaplain Edwins led us in devotion from the *Moravian Daily Texts*.

**II. Secretary's Report:**

Dean Callahan submitted two corrections to the September minutes.

M/S/A to approve the secretary's report as corrected.

**III. Committee Reports:**

**Hospitality:** Pat picked up a card for Carolyn.

**Special Projects:**

The special projects committee met. They are at the beginning of their work.

**Publicity:**

The publicity committee meeting began with a focus on internal communications. As a result Kathryn Moen, Barb Herzog, and David Engen and Joel Carver, Vice President for Marketing for the CSM Corporation are here to give us some ideas.

Barb receives most of her information via e-mail. She solicits advertisers. David also receives information by e-mail. Kathryn said that she to receives most of her information by e-mail. What goes to Kathryn may or may not go to David and/or Barb.

Joel brought some information about communication, communication cycles, and communication opportunities. Opportunities include how we tell ourselves; how we tell others, and how have others tell others.

The question was asked; do *Facebook* or *Twitter* reach our market? They may or may not, but they would also reach people we don't know.

Links with other organizations would be a way we "tell others."

Making use of a visual calendar could be helpful. There is a link to MPR on our website. Geoff suggested that the link on *Pipenotes* go to our home page, rather than our calendar (which we no longer use).

Priscilla asked what our goals could be. James said that positive outcomes would include making our internal communication better and making ourselves better known.

Another challenge we face is in getting people to read our newsletter or use our web site. "Teaser" e-mails can help.

Priscilla suggested that we add personal stories to the newsletter and web site. We could profile members. We could also add information on professional concerns.

There are two issues - mechanisms and content. We also look at what is free and what costs money. Trust in traditional media is declining.

We discussed we receive information. We also discussed the password protection on the newsletter. We would lose some revenue by removing the password protection. Some of this might be able to be earned in another way.

Tom Ferry moved to remove the password protection from the online newsletter. Bill stump seconded the motion. The motion carried.

We will investigate the possibility of advertising on the web site as well as possible rates for the advertising. Diane Jelle will E-mail Jeff O'Donnell about this.

David Engen will create a tab for our membership form. James also asked that David add a "donate" tab.

David Engen reminded us that *Pipenotes* and the web site are two different entities, and should be.

We will come back to this topic at a future date.

#### **IV. Treasurer's Report:**

David walked us through the current financial statement

M/S/A to approve the financial reports as presented.

Tom Ferry Moved that the approved minutes be posted on the web site for 6 month and that a line be included in *Pipenotes* giving reference to this. Bill Stump seconded. The motion was approved.

## **V. Other Business**

Jim asked us to think of ideas for things to do. Both ideas that are free and ideas that cost money.

Kathryn asked that we put something in *Pipenotes* about the cost for e-mail blasts. Diane suggested Kathryn include a signature line on the e-mail blasts which might say, "If you would like to advertise . . ." and then list the cost.

## **VI. Adjournment**

M/S/A to Adjourn at 8:17 p.m.

Our next meeting will be Monday, November 29, 6:30 P.M. John will forward the location to the board.

Respectfully Submitted,

John Salveson, Secretary