



POTOMAC RIVER JAZZ CLUB
Board of Directors Meeting
15 February 2023 (via Zoom)

Attendance: Bunny Roncevic, Tim Onasch, Bill McFadden, Joel Albert, Judy Robinson, Lois Beaver, Deb Lew, Bob Lew, and Chuck Enlind.

The meeting was called to order by President Bunny Roncevic at 8:10 PM.

1. February 26 Mardi Gras Concert: The advertising is in place. There will be party beads, a king cake and balloons. Orleans Express will march in playing Joe Avery's Second Line, and then Bourbon Street Parade. They will also march in for the second set and will end with The Saints. PRJC Officers selected by the Board at the Dec 2022 meeting will be presented to the membership at the first intermission after which the king cake will be served.

2. Working With the Art Deco Society of Washington (ADSW): The PRJC and ADSW will work together for the February 26 and March 26 events. There will be an advertising swap, Bob Lew will work out the details. For the February 26 event ADSW members will be offered the PRJC member admission rate of \$20. If the two events go well, the PRJC and ADSW will work together for other events going forward.

3. Publicity of PRJC Events: Events can be publicized in the *Washington Post* Weekend Section Going Out Guide. \$250 of the grant money received from the Maryland State Arts Council (MSAC) is available for advertising. Dan Levinson is well known in the dance community and the March 26 event has already been posted on Facebook. The Tri State Jazz Society will be contacted regarding our events.

4. Grants Received by the PRJC: Bunny Roncevic has contacted the MSAC and has been informed that the money come in a check. The PRJC is applying for another \$2,000 grant from the MSAC. Grantee organizations must involve and encourage diversity.

5. Retaining and Increasing PRJC Membership: The PRJC is gaining new members with approximately 20 new members since June 2022. The 42 long time members who have not yet renewed their memberships are being contacted by telephone. Membership will be promoted to the audiences at the first two concerts. Other actions to be taken:

A. Publish a list of new members in the Tailgate Ramblings.

B. Sing Happy Birthday to members who have birthdays at concerts.

C. As a future action, explore possible sponsorships with well known or affluent individuals looking for name recognition for support of the arts

D. Reach out high schools and colleges as a way to develop new fans. Contact band directors rather than department chairs.

6: Membership: 10 new memberships have been received since January 1. 95 members have not renewed their memberships including 42 long-time PRJC members (greater than 15 years). 120 members have renewed which is approximately 180 individuals when counting individual and couples memberships.

7: Treasurer's Report: The following status of accounts was provided by the Treasurer to the Board on February 15:

Total of both accounts: \$13799

February Activity

Reimbursement Bunny December decorations \$47

Alfio's Concert Dave Robinson \$1,200

Reimbursement Judy Robinson Postage \$126

8: **PRJC Website:** The message Elie received from web designer Alexandra Silverthorn was provided to the Board and summarized below:

A. Alexandra submitted a current version of the updated PRJC website, and asked everyone to take a look and get back to her with any additional feedback by February 25. She has school break the week of March 13 and suggests we launch during that time so she can promptly handle issues that arise. Feedback can be sent to Elie who will compile it into one e-mail so she does not get a barrage of repetitive things. The main page with our February event will have more info on it soon on Eventbrite and Elie will get that up as soon as she can manage. PRJC website for review: <http://prjc.silvervisiondc.com/>

B. We are trying a version of a Google Calendar on the website that would allow bands to add their own concerts that would automatically integrate into the page so that we do not have to have someone manually enter the information each month. We looked at several other calendar plug ins/widgets and none seemed to allow that much user input except for the Google option. A lot of people use it, so that makes recognition easier.

C. We need to add more to the existing Media page. It is set up to automatically pull info in from YouTube and Facebook so that we have constant fresh content, but we should have a photo/video area. I defer to Joel to help with choosing content on that.

D. The goal is to embed a PayPal store into the site for membership and merchandise. She has tried a number of workarounds to not need to log into our Paypal for that purpose as the Treasurer is not comfortable allowing her to do that. None of the workarounds have worked and she has spent a lot of wasted time dealing with it. She should be given the info to log in to get this set up properly.

The Treasurer discussed the e-commerce matters raised at Item D with Alexandra and our objective as a Board is to discuss and finalize the updated website at the February 26 meeting.

9: **Upcoming Events:**

A. **Concerts at Rosensteel Hall**

Mardi Gras with Orleans Express: Sunday February 26, 1:30 PM until 4:00 PM, with a Jam Session immediately following

Benny Goodman Tribute by Dan Levinson Sextet, Sunday, March 26, 1:00 PM - 4:00 PM

Sidney Bechet Tribute with Ralf Bocker, Sunday, April 23, 2:00 PM - 5:00 PM

Ben Mauger's Vintage Jazz Band, Sunday, May 14, 2:00 PM - 5:00 PM

June: Event not been set up yet. Considering The Midiri Brothers or Neville Dickie.

Dixie Power Trio, Sunday, July 9, 2:00 PM - 5:00 PM

Heather Pierson, Sunday, September 17, 2:30 PM - 5:30 PM

Dave Sager, Sunday, October 8 2:00 PM - 5:00 PM

B. **Jam Sessions, Alfio's LaTrattoria**

Sundays, February 19 and March 12, each from 2:30 PM until 4:30 PM

C. **Educational Seminars** – Upcoming seminars will be announced when arranged

10. **Other Items:** The Board unanimously agreed to give \$100 to Halley Schoenberg for her help and support with the MSAC grant application.

11. **Next Board Meeting:** The next meeting will be held at 12:30 on Sunday February 26 at Rosensteel Hall, prior to the Mardi Gras concert.