MMEA 2020 CLINIC DEBRIEF BOARD OF DIRECTORS MEETING
Perpich Center for Arts Education, Golden Valley/Virtual
March 14, 2020

MMEA President Barry Zumwalde called the meeting to order at 10am.

Board members not present: Tonya Barnes, Katy Buytaert, Dan Hampton, Sarah Holten, Tony Jirschele, Sabrina Olson, Laura Sandham.

Zumwalde asked Board members to focus on solutions and changes in this meeting.

Improve Setup/Teardown

• Have Board gathering Wed PM or Thurs AM for coordination
• Have more volunteers Thur. morning
• Ask for performing group diagrams.
• Create instructions for Ballroom setup. Mariska has pictures. [Note: Former Board members created one for Central]
• Have Board coordination meeting Thur. morning or Wed night at clinic.
• More volunteers: Ask Intercollegiate Honor Band students to volunteer for shifts before rehearsal; Don’t pay college workers, ask former Board members to volunteer, ask Region Reps to get additional help from their area.

Guidebook Application

• Include Exhibit hours as a session each day.
• Let attendees know that handouts will be electronic; reinforce message with clinicians that handouts will not be printed unless they bring them.

Social Media

• Can board members be given privileges to post on Facebook?
• Create guidelines for social media.
• Create a task force to create guidelines, expectations and process.
• Needs to be a paid position to manage all of social media (not just clinic). It’s a ton of stuff to manage all of the different social media pages. Each platform is designed to be a different experience.
• Encourage presenters, performing groups, demonstration session to document experience and share it with us.
• Possible new board position or create a Task Force for social media.
• Mariska offered to draft guidelines for Midwinter Clinic social media.

Blue-Tail Fly inclusion in All-State program

• Have All-State Vice-President’s proof programs.
• Have Team Lead for each choir also proof program.

Session music selections with racist, sexist and other problematic origins and history

• No review process in place for sessions.
• Some states have a rubric. Is this session meeting needs of attendees? References?
• Sam Bergstrom, Barry Zumwalde, Dan Hampton, and Sarah Minette to setup session review process.
• If clinicians don’t submit information on time we cancel their session.

Percussion Equipment, Elementary Classroom, and Pianos
• No person to organize percussion this year. Ensure this position exists/is filled.
• MMEA as an organization is unprepared for employees to take medical leaves.
• Need better documentation on what vice-presidents/jazz chair need to do.
• Have board member coordinate with St. Thomas for Orff and classroom instrument needs.

Acoustical Shell
• Risers and shells were not correctly marked.
• Can we ask Wenger to setup risers and shells as part of their donation?
• Ask Wenger to send newer style shells which are easier to assemble.

Technology Issues
• MMEA has a support person to call. Suggest sharing that contact information with all Board members rather than going through Clinic office.
• Convention Center has provided recommendation for company for tech support, which would require renting laptops and all session materials placed on those laptops.
• Check other venues to host the Midwinter Clinic.
• Price out internet for session rooms.

All-State Registration/Signage at Registration
• All-State registration took too long and needed signs.
• Streamline process, and provide exact instructions to VPs on following up with students who are no shows.
• Have welcoming committee including musical ensembles playing outside the exhibit hall.
• Require All-State Jazz Band concert attendance and/or move Jazz Band to Saturday.

All-State Meals
• Student’s meals should be labeled by ensemble.
• Instrumental only: Needed additional section coaches or other educators to oversee meal time and students moving to and from Orchestra Hall.
• Collect information from students about whether vegetarian meals are requested.
• Coordinate with Orchestra Hall about entrance.

All-State Performances
• Require students to watch other ensembles at Orchestra Hall.
• Questions about venue for All-State Jazz. Consider Auditorium or move to Saturday.
• Don’t hold general meeting before Jazz Band concert if it continues on Friday.
Headliners & Value of Clinic

- Get bigger name headliners.
- Send survey to teachers who did not attend MMEA Midwinter Clinic.
- An elementary survey is being sent out. Ask for elementary headliner suggestions.
- Get Eric Gaffaney survey’s template so it can be modified and sent out to all teaching levels.
- Publish results of survey.

Some members who don’t see value of Clinic of membership

- Create an experience so music educators will demand to their admins that they need to go.
- Administration letter published earlier next year.
- Create a Midwinter Clinic that teachers will want to take a personal day to attend.
- Work on sponsorships to fund headliners.
- We need more sessions on Thursday morning and Saturday.
- You need to consider who is not coming and what their needs are.
- Concerns that Thursday morning aren’t a good choice for greater MN teachers.

Performing Group Selection

- Consider giving performing group applicants feedback.
- Ask Ensembles to provide their own narrative or program overview for Guidebook.
- Change perception of why ensembles are chosen.
- Write an article for Interval on how groups are selected. Send link.
- Write an article on why you should submit a performing group application.
- Change band concerts to joint performances 25 minutes each.
- Sam Bergstrom can write a collaborative article.
- Add programming ideas to Performing Group application.
- Consider reviewing performing group repertoire selection for appropriateness.

Exhibit Hall

- Create events in the exhibit hall itself for headliners to appear.

Exhibitors

- Many exhibitors were not present that people feel strongly should be there.
- Have exhibitor chair reach out to companies not in attendance.
- MMEA selfie booth with MMEA logo quilt.

Schedule

- Skinny session
- Possible reading orchestra – MNSOTA
- Jazz reading session? 10:30pm or Just get together and play?
- MBDA does a middle level reading session. Is there interest in other levels?
• Get input from other states on session proposals and selection.
• Change elementary “chapter share” with Orff and Kodaly so it doesn’t conflict with All-State Choir. Don’t make chapter share opposite All-State Choir concerts
• More sessions on Thurs and Saturday morning.
• Rotate times for All-State instrumental and choral concerts?
• A room where you could go from station to station on instrument repair – Red Wing Instrument Repair?

Revenue

• Monetize the clinic better
• Eric Anderson has volunteered to be point person for fund-raising task force
  o Make their first job to reach out for sponsorships related specifically for the clinic
  o Also need them to focus on All-State Scholarships
  o The office needs to focus on writing grants