

# FJC GOALS

Status : Proposed, Unprioritized

5/19/2013

## JAZZ JAM EFFORT (Lead : Bruce Middle)

### 1. Formal Written Plan Package

#### a. Statement of Intent

- Rotating Hosts / Repertoires
- Rotating Venues? (To avoid reaching a situation where the venue is in control. We need venues to have to bid for talent and not get into a position where they can dictate very unfavorable terms.)
- "Theme" nights, e.g. Valentine's, Mardi Gras, etc.
- Venue & FJC-sponsored special inducements, e.g. discount coupons.

#### b. Contract with Venue

- Allow FJC Promo / Membership Table
- Offer food, and drinks at a moderate price to allow them to be thought of as frequent hangouts as opposed to infrequent, special event, destinations.

#### c. Contract with Performer / Day-of-Show Guidelines

- Use Jam Sign-Up Sheets
- Quality Control, e.g. Host decides when a certain performer has played enough tunes, Host limits solos.

### 2. List of Performers who agree to be part of the rotation.

- Bruce Middle Trio
- Dangerous Kitchen
- Abbe Buck Trio?
- Harold's Group?
- Jon Wiley Trio?
- John Lee Group?
- Sabor Afrocubano?
- Slam/Becky/Limon?
- Orquesta Curare?
- Django Whiskey Foxtrot?
- Don Brown Soul Explosion?
- Big-name Act?

### 3. List of Venues who would be solicited to view the plan and be part of the rotation.

#### a. Guidelines

- Seek those which could also be valuable for our seasonal special events.
- Try to develop a circuit of venues in the region (depends on how far musicians are able and willing to travel -Stafford, Woodbridge, Culpepper, King George, Manassas, Ashland)
- If he has time, have Bruce go with one or more of the teams approaching venues to help get the spiel down pat.

**b. Current List**

- Bistro Bethem?
- Colonial Tavern?
- Kenmore?
- TruLuv's?
- Brock's?
- Carme' Espresso?

**LOGISTICS COMMITTEE (Director : Nate Masters)**

**1. Summer Outreach Event / Mini-JazzFest**

- Not at Kenmore, preferably.
- Look outside Fredericksburg : Stafford, Culpeper, King George, e.g., depending on market.
- New Orleans Riverboat event?
- Either one big-name out-of-towner or a few local bands.
- For members and donors only?
- Venue should at least pay enough to offset musician costs, with the understanding that if they want something on a regular basis, the cost will increase.
- What's the status of the tailor-made event in July which Carl Stevens brought to us on March 10th?

**2. Series of Low-Overhead Promotional Sets**

**a. At venues:**

- Terms would include right to distribute promo materials, sign-up members, & give short promo talk.
- Piggyback on other's existing gigs?
- Pick venues which already have our target demographics, e.g. Jay's around brunch time, local K-12 schools, local colleges.

**b. On Streetcorners / Malls:**

- Legalities?

**3. Develop a plan for increasing interest & membership in the FJC Logistics Committee.**

- Develop recruiting material (text & images) which could be used to draw people in to help work in this committee, and send it to the webmaster for posting.
- Set a goal for adding 10 new people to this committee by the end of the year.

**4. Put together a calendar of local recurring events that the FJC or its member bands should always be a part of.**

- UMW Fairs
  - Via Colori
  - Fredericksburg Historic Half (running event)
  - Museum “Sounds of Summer” Series
  - First Friday
5. **Implement Nate’s idea for a series of master classes or general public educational events (e.g. history of jazz).**
  6. **Develop recruiting material to interest other members in our new “Host an FJC-Sponsored event” program.**

**PROMOTION COMMITTEE (Director : Abbe Buck)**

**1. General Public Survey**

- Short, 3-5 questions.
- Advertised (SNAP, other print media, Arts Council, etc)

**2. Internal Member Survey**

- Shorter than previous survey
- What do non-musicians want in terms of entertainment?
- What do musicians want in terms of exposure possibilities?
- What do instructors want?
- Free response section

**3. Updated Brochure, focusing on reasons to join FJC.**

**4. FJC “Business Card” to hand out at events or members’ gigs.**

- Include key points for attracting not only new members, but also new venues.

**5. Encourage member musicians, bands, and instructors to submit bios.**

- Could be used in publicizing FJC events.
- Could be added to website as promo, which we offer in exchange for their dues.

**6. Get FJC listed on the websites / calendars of other jazz and even non-jazz, even non-music, arts and entertainment societies.**

- Develop ties with similar groups in Richmond, D.C., and Baltimore.
- Get us linked-in with the Fredericksburg Arts Council.

**7. Organize the development of an FJC Promotional CD of original music to hand out.**

- Solicit pre-recorded songs from member groups
- Design release contract for these groups to sign
- Investigate legal issues including composer releases/royalties for non-original tunes.

## **8. Develop a plan for increasing interest & membership in the FJC Promotions Committee.**

- Develop recruiting material (text & images) which could be used to draw people in to help work in this committee, and send it to the webmaster for posting.
- Set a goal for adding 10 new people to this committee by the end of the year.

## **9. Newspaper article about FJC.**

- Write it ourselves if we have to, with pictures, so they can just drag & drop.

## **10. Membership drive.**

- Promote the new “band membership” category, by looking for local jazz/latin bands who would want to join the FJC and get their websites advertised on our site.
- Promote the new “educator membership” category, by looking for local educators who would want to join the FJC and get their services advertised on our site.
- Promote the new “organization membership” category, by looking for corporate and governmental sponsors.
- Make full use of piggybacking on other group’s events, e.g. tabling or fliers at local music events and city festivals.
- Put together a list of local restaurants which either already have regular jazz events or which might want to develop one. Not only does this provide gigs for our member bands, but also good FJC promotional opportunities (e.g. flyer handouts). Suggestions : Sunday brunches, “Jazz on the Green”, etc.

## **INFORMATION TECHNOLOGY TEAM (Lead: Satchidanand Haridas)**

### **1. Updated Website**

- More content & links on front page, e.g. audio/visual content.
- Use Examples : <http://www.dcjazz.com>, <http://www.vajazz.org>, <http://www.gigsalad.com>)
- Musician Bios (though we already have a space for links to their own sites)?
- Perhaps start an FJC Jam audio archive?
- Look into tools like Wordpress or Drupal, which could be used to make our website more interesting and inviting.
- Develop a page for posting advertisements submitted by our band, instructor, and organizational members.
- Develop a page with history of jazz and links to YouTube classic jazz performances.
- Now that we have these new membership categories, some of which include the ability to retrieve information from our local music resources database, we (by implication) now need the ability to restrict its use to members-only. That is, anyone can add info, but only members can retrieve it.

### **2. Improving Communication**

- Develop a plan and promotional text for increasing involvement in our jazz events calendar. Add code which lets people easily add their own calendar items.
- Develop a plan and promotional text for increasing involvement in our listserves.
- Get anti-spam and anti-virus working on the FJC server. I’ve had trouble with that in the past.

### **3. Archives**

- Design and implement a general, extensible directory tree structure for retaining FJC archives.
- Start collecting material into the above directory structure.
- Write a promotional email soliciting material for our archives.

#### **FINANCE (Treasurer : Chris Fink)**

1. Complete and submit the paperwork for FJC's 401c(3) non-profit status.

#### **INTERNAL AFFAIRS (Chairs: Jose' Perez & Bruce Middle)**

1. Help the directors narrow down their goals.
2. Help the directors translate their goals into specific actionable tasks.
3. Help the directors urge FJC members to join their committees.
4. Chair: Set a date for the next Board of Directors meeting, so we can all review these goals and progress on the tasks.
5. Vice-Chair : Set a date for the next General Membership meeting. (Elections of VC and Archivist)