

FJC GOALS & TASKS 2014

Promotions

1. Encouraging FJC members to Join the Promotions Committee

- a. Write an email to the FJC general membership:
 - i. Explain the importance of the committee to the FJC's goals (possibly using the tasks listed below as an example),
 - ii. Encourage them to join the committee, and give them reasons why it could be fun!
 - iii. Make sure they know HOW to join : By subscribing to the fjc-promotion email list here: <http://www.fredericksburgjazzcollective.org/mailman/listinfo/fjc-promotion> .
- b. Maybe set up a committee meet & greet at a local coffeeshop. Offer free coffee or something, and send the FJC the bill (up to \$50, let's say).
- c. Set a goal to add 10 new members to the committee by the end of the year, and call individual members (or talk to them at the jazz jams) if necessary to fill that goal.

2. Updating our MusicBusiness Database

- a. Make sure our collection of online and print-media events calendars is up to date.
- b. Scour these events calendars for yearly-recurring opportunities, and enter them (and contact info) into our database, if not already there:
 - i. Summer Concert Series / Jazz in the park events
 - ii. UMW jazz events at which we could set up an FJC table.
 - iii. Winery Open-Houses
 - iv. Sunday Brunches
 - v. Downtown arts events, parades, charity/fitness runs, antique car shows, or other outdoor events.
- c. Make a list of well-known local jazz/latin-oriented bands, and see how many of them have already entered their info to our database. Collect data from the rest and enter it into our database.
- d. Make a list of well-known local jazz/latin-oriented music instructors, and see how many of them have already entered their info to our database. Collect data from the rest and enter it into our database.

3. Using our MusicBusiness Database to grow the FJC

- a. Contact the local bands in our database, encouraging them to join the FJC at the discounted rate of \$25/person. Remind them that all business they do with us is tax-deductible. In exchange, we will also add a link to their website on our website, and show their upcoming gigs on our calendar page, in addition to any other benefits shown here : <http://www.fredericksburgjazzcollective.org/docs/Resolution120825a.pdf> . Also encourage them to host an FJC-sponsored general-public performance event (see application here: <http://www.fredericksburgjazzcollective.org/docs/Resolution120825b.pdf>).
- b. Contact the instructors in our database, encouraging them to join the FJC at the instructor rate of \$60. Remind them that all business they do with us is tax-deductible. In exchange, we will also add a link to their website on our website, and show their upcoming public events on our calendar page, in addition to any other benefits shown here: <http://www.fredericksburgjazzcollective.org/docs/Resolution120825a.pdf> . Also encourage them to host an FJC-sponsored general-public educational event (see application here: <http://www.fredericksburgjazzcollective.org/docs/Resolution120825b.pdf>).

4. Complete our Relationships with Related Jazz Organizations in Richmond & DC.

- a. Clearly define what each organization gets out of the relationship.
- b. Meet with these groups to iron out and implement the details.
- c. Forward any new links to our Webmaster for posting.

Logistics

1. Encouraging FJC members to Join the Logistics Committee

- a. Write an email to the FJC general membership:
 - i. Explain the importance of the committee to the FJC's goals (possibly using the tasks listed below as an example),
 - ii. Encourage them to join the committee, and give them reasons why it could be fun!
 - iii. Make sure they know HOW to join : By subscribing to the fjc-logistics email list here: <http://www.fredericksburgjazzcollective.org/mailman/listinfo/fjc-logistics> .
- b. Maybe set up a committee meet & greet at a local coffeeshop. Offer free coffee or something, and send the FJC the bill (up to \$50, let's say).

- c. Set a goal to add 10 new members to the committee by the end of the year, and call individual members (or talk to them at the jazz jams) if necessary to fill that goal.

2. Updating our MusicBusiness Database

- a. Make sure our collection of venues and their booking agents is up to date. Add data for those which are missing.
- b. Using the yellow pages or online searches, put together a list of local wedding coordination businesses, and add it to our database.

3. Using our MusicBusiness Database to grow the FJC

- a. For those venues which do enough jazz/latin to merit it, offer them organizational memberships in the FJC, with benefits listed here: <http://www.fredericksburgjazzcollective.org/docs/Resolution120825a.pdf> .
- b. Give these venues a business card and/or promo package listing bands we represent, and suggest they use the FJC often as a resource for booking their open slots. Remind them that all business they do with us is tax-deductible.
- c. Ask these venues if they do Sunday Brunches, and if so, whether they'd like to add a live jazz component to the experience, and offer the FJC as a liason to fill those dates with bands.
- d. Repeat steps 3a and 3b above for the organizations which host recurring yearly events listed in our database (UMW Jazz, Wineries, Arts Collectives, Charity/Fitness runs, etc.)
- e. Send our FJC promo package to the wedding coordination businesses, offering our services to help match them up with appropriate bands. Follow up with a phone call.

4. Plan for Low-Overhead Continued Presence

- a. Develop a list of member musicians who would agree to be "on-call" for quick-turnaround, low-paid promotional sets, like streetcorner busking, or piggybacking on other band's gigs.
- b. Develop a list of local bands (not necessarily jazz) who would be willing to allow us to get on stage briefly (during a set break) to play a few tunes and talk about the FJC.
- c. Identify busking locations and times, and/or regularly check with these band's calendars, to set up these promo sets. Musicians would be allowed to keep 100% of any busking donations they get.

InfoTech

1. Encouraging FJC members to Join the IT Committee

- a. Write an email to the FJC general membership:
 - i. Explain the importance of the committee to the FJC's goals (possibly using the tasks listed below as an example),
 - ii. Encourage them to join the committee, and give them reasons why it could be fun!
 - iii. Make sure they know HOW to join : By subscribing to the fjc-infotech email list here: <http://www.fredericksburgjazzcollective.org/mailman/listinfo/fjc-infotech> .
- b. Maybe set up a committee meet & greet at a local coffeeshop. Offer free coffee or something, and send the FJC the bill (up to \$50, let's say).
- c. Set a goal to add 10 new members to the committee by the end of the year, and call individual members (or talk to them at the jazz jams) if necessary to fill that goal.

2. Website Upgrades (just the most important ones, for now):

- a. Make the simple wording changes, tool description suggestions, and page reorganizations mentioned in the "Good Idea to Simplify" thread posted 3/14/14 on fjc-directors.
- b. Make sure the database output is formatted better for human readability.
- c. Give each committee its own page, linked to from a main "operations" page.
- d. Develop/run script to remind each member/subscriber of their ID number.
- e. Look through past FJC resolutions to identify which features of the site need to be restricted to members-only, in order to provide incentives for people to keep sending in their dues. Implement these fixes.
- f. Continue development of the WordPress version of the site.

Vice-Chair/JazzJam Coordinator

1. Create/Update a basic FJC promo package:

- a. Tri-fold flyer
- b. Copies of press articles about the FJC
- c. List of services we provide to external organizations (booking, filling time slots, educational events, etc.)
- d. List of bands / instructors we represent

- e. Demo CD, if available.
2. **Create/Update jazz jam policy statement** regarding compensation to host bands, what they're entitled to, and what is expected of them. Make sure it answers the following questions:
 - a. Do the host bands automatically receive a band membership in the FJC?
 - b. Should the FJC be retaining any part of the venue's compensation?
 - c. Under what conditions should the FJC put in additional funds from its own coffers, and how much of this should be spent on promotion, vs. direct compensation to the host band?
3. **Schedule and set agenda for our next General Membership meeting**, taking into account the possibility that some directors' positions may need to be filled, including the Vice-Chair position, which is supposed to be elected at a different cycle than the rest of the directors.

Chair/Treasurer

1. Schedule and set agenda for our next Board meeting.
2. Submit our Tax Report to the IRS.
3. Call each committee director to finalize above tasks.
4. Track progress on these tasks and help jumpstart any that are falling behind.

REFERENCE DOCUMENT : [FJC Goals 2013](#) , which lists additional previously-identified goals, in case we run out!