

The Fairfax-Loudoun Music Fellowship met on Wednesday, October 14, 2020, on Zoom. Attendees included Claudia Libero, Elza Ritter, Sharon Reck, Annie Feigles, Connie Olivera, Jan Bode, Jeri Bennett, Kay Willett, Beverly Teague, Melinda McCullough, Rachel Harmatuk, Rene Duel, Sandy Baker, Gretel von Pischke, and Libby McConnell.

Sharon Reck opened the meeting at 10:00 a.m. There were no minutes from September.

Treasurer's Report: Sandy Baker reported a total of \$6,655.97 in the checking account. Income was all from member dues. Expenses included the annual dues to the American String Teachers Association, and insurance premiums for the harpsichord. Sandy filed the e-postcard for tax-exempt status.

Membership Report: Melinda McCullah reported that we have 20 members, down about 50% from last year. She will send a reminder email to those who have not renewed.

Harpsichord: The instrument is at the Baker home. There is currently no schedule to move it between teachers. Members discussed storing the harpsichord for less than one month.

Holiday Recital: Canceled due to covid.

RCC Recitals: Darya Gabay will keep the club updated whether the spring recital can be scheduled as the community center makes decisions.

Outreach Committee: Claudia Libero, Annie Feigles, and Rachel Harmatuk have been working on ways to bring in new members. Word-of-mouth, an updated website, and more events could be important ways to attract more members.

Jan Bode proposed offering a judged event in the fall of each year, beginning 2021. She volunteered to chair this event. The fall timeframe would not conflict with the annual Ensemble Festival. This additional opportunity for students would make membership more appealing to current members, too. The event would be for solo piano, requiring two memorized works from two different time periods, in an audition format with judges and student only. Students would receive a rating of Superior/Excellent/Very Good/Incomplete along with written comments from two judges. Levels and time limits: Beginner (5), Intermediate (7), and Advanced (10).

Teachers would be required to serve as judges for the full event if they enroll students. The location would be Leesburg or Ashburn on a Saturday in November. FLMF would need to rent the facility and pianos. Jan discussed possible costs to the club. For five rooms, a local church would charge \$300 for the day; Jordan Kitts would charge \$275 per piano. A \$20 enrollment fee would break even with 70 students. Claudia moved that we accept Jan Bode's proposal for the Fall Festival. The motion passed.

Website: Annie Feigles reported for the Outreach Committee about updating the FLMF website. Jeri Bennett has received one bid for a full redesign of our site. The website would cost approximately \$1500 for a maximum of 15 pages, along with search engine optimization (SEO). Our current website does not reach the basic criteria of SEO and is not mobile friendly, though it continues to provide SEO. After final design, the professional would provide more SEO and two hours of training. The current website looks dated and doesn't welcome new generations. Members discussed creating a blog that could be updated weekly along with student testimonials and reviews. Claudia asked about any additional maintenance fees for the new website.

Currently the club pays around \$200 for two years. Claudia moved that FLMF update the website. The motion passed. A subcommittee of Sharon Reck, Libby McConnell, Annie Feigles, and Jeri Bennett was established to work out details. Claudia made a motion to give the subcommittee authority to make decisions about the website. Other members are welcome to join this subcommittee. The motion passed.

Ensemble Festival: Canceled for 2021.

Ashby Ponds Recital: Jane Webb scheduled this event for April 11, 2021 at 3 pm.

FLMF meets next on Zoom on November 11. Karen Pino will schedule a program.

Connie Olivera warned members about a scam artist who claims to need a pianist for a wedding.

The meeting was adjourned at 11:05 a.m.

Respectfully submitted,
Libby McConnell, FLMF Recording Secretary