**Mel Bay Subcommittee**

**Minutes**

**Thursday, April 29, 2021**

**Virtual Meeting**

**The meeting was called to order at 4:00 PM by Zoe Perkins, Chairperson. In attendance: Zoe Perkins, Christy Beckmann, Mark Braun, Ellen Edman, Glenda Hares, Joe Walsh, Kim xx (city xxx).**

**Not in attendance: Art McDonnell, Bill Ruppert, Kyle Henke (Staff Liaison), Rick Duplissie (KPAC Manager).**

1. **CITIZEN COMMENTS**- There were no citizen comments
2. **APPROVAL OF MINUTES**
3. **NEW BUSINESS**

Sharon Mitchell- Bill Ruppert and Zoe Perkins met with Sharon Mitchell who used to help run the Mel Bay business in Kirkwood. She provided some background information on the store including that Mel was the first to have a rental business for student instruments. City Music brought MB 10-11 years ago. All agreed it was an appropriate time to contact Mel Bay’s, children (Bill Bay and Susan Banks) for additional information and assistance. Zoe and Bill will organize a meeting with them.

Concert- Discussions continued on the possible musicians. Again, a meeting with Bill Bay would be appropriate for guidance. The price for tickets and VIP possibilities was discussed. It was decided that if a VIP event was to happen before the concert that it should be an upscale hors d’oeuvre and cocktail party. Zoe was going to inquire about any KPAC usage issues and costs (space/technical services/food service).

Scholarships- Discussions continued on the best way to approach scholarships with further research needed. Also that we should talk to Bill Bay to gain insight into what Mel Bay might like.

Marketing- The need for help with marketing and ticketing was noted. Christie and Mark volunteered to establish a timeline. First a performer needs to be determined so that the details can be coordinated.

On-line auction- Zoe contacted a company who is doing the auction for the St. Louis Ballet fund raiser to try to get some baseline costs. More discussion and information is needed. It was suggested that in the event of bad weather the auction could off-set costs and provide some funds.

Video- Zoe suggested TouchWood Creative to possibly do the introductory video of Mel Bay. They produce business/benefit events with video profiles. They had done a lot of work for COCA. This company also did Mel Bay’s first web page. This video would be designed to be used for several years and could be updated. Christie mentioned she knew of other companies that did this. It was suggested that we apply to KAF for the funds for the video.

Next Meeting Date –June 10, 2021

**Staff Liaison:** Kyle Henke. Phone: 314-822-5856 Email: henkekk@kirkwoodmo.org

**Chair:** Zoe Perkins

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