

HSNA Minutes
2012 Business Meeting (New Orleans, LA)
November 3, 2012
12:15pm
Astor Ballroom III

Board Members/Officers Present (6): Michael Ruhling, Alex Ludwig, Michael Lamkin, James Webster, Bruce MacIntyre, Mary Sue Morrow

Others (11): Timothy Noonan, Kathleen Lamkin, Rebecca Marchand, Peter Alexander, Stephen Fisher, Neal Zaslaw, Bertil van Boer, Elaine Sisman, Melanie Lowe, Peter Hoyt, Tom Beghin

Absent with Regrets (3): Caryl Clark, Dean Sutcliffe, Floyd Grave

Meeting called to order at 12:18pm

I. Reports:

A. President's Welcome

B. Secretary's Reports

1. Alex Ludwig stated that the minutes of 2011 Business Meeting were approved previously, and that minutes from four of the previous meetings can be found online
2. He reported on the status of the membership: currently, 61 members appear on the roster, but 19 are unpaid.
 - a) There were 22 subscriptions to the Journal from individuals, of which 6 were students and 16 were regular members.
 - b) Of these 22 subscriptions, 14 were new members. This represents a substantial addition to the enrollment and helps to buttress the 19 members that are not in good standing.
3. Alex also reported the results of the election.
 - a) Michael Ruhling was re-elected as President and Alex Ludwig was re-elected as Secretary.
 - b) Two Directors-at-Large were elected: Bruce MacIntyre was newly elected, and James Webster was re-elected.

C. Treasurer's Report will be amended in Appendix A

II. Old Business

A. HAYDN Journal

1. Michael Ruhling announced that the new edition of the Journal is currently active, in keeping with the general release dates of November and May first.
2. *Institutional and Individual Membership*
 - a. Michael Ruhling urged the members to take a more proactive role in convincing libraries and institutions to purchase subscriptions.
 - b. He explained that the Society receives the income from individual memberships while the Press receives the income from institutional memberships.
 1. Thus far, only 7 or 8 institutions have purchased memberships (see Appendix B).
 2. Furthermore, Michael Ruhling & RIT Press agreed that a reasonable goal is an average of 1.5 memberships per state.
 3. The cost of an institutional subscription is based on the size of the institution, but it is typically between \$100-225. This also depends on the number of "likely" users.
 4. It was decided to contact current unpaid members by email reminding them of the need to renew membership by way of the Journal.
3. *General Discussion of the Journal*
 - a. Neal Zaslaw recommended that we circulate a list of subscribed schools in order to inspire other schools to purchase.
 - b. Michael Lamkin clarified that having the articles available in the Index helped to convince his school.
 - c. Melanie Lowe mentioned that an exhibit at the next MLA is an obvious place for publicizing the Journal.
4. *Questions of Marketing for the Journal and Identity of the Society as a Whole*
 - a. Melanie Lowe asserted that we need to be more efficient at convincing others *why* to buy a subscription
 - b. Michael Lamkin agreed, noting that we need to make a better case concerning need and readership.
 - c. Bertil van Boer discussed the nature of bundling at his library, and suggested that perhaps

we can suggest general subscriptions, while also exploring bundling options. He also warned that "cost per access/hit" is a tenuous road to go down.

- d. Michael Ruhling asked if lowering the cost would be helpful?
 1. Michael Lamkin asserted that the cost is reasonable, but the issue is arguing for its role.
 2. Rebecca Marchand asked about the comparable journals.
- e. Mary Sue Morrow argued that the selling point is that this is a specialized journal, not a general journal, and that it fulfills a very specific niche in the marketplace.
 1. Melanie Lowe recommended that we talk about content. Our Journal can deliver a different content to a different audience. The point is to get good things in it, so that it is not in competition with general journals like that the Journal of Eighteenth-Century Music.
 2. Michael Ruhling and James Webster both discussed a mixed audience of both general and scholarly readers as the ideal target for the Journal.

5. *Discussion of Open Access for the Journal*

- a. Michael Ruhling mentioned that the RIT press is working on the technological aspects of the journal, including indexing articles. "Currently, there is a big push for open access but it tends to be an uneven content."
- b. Stephen Fisher voiced concerns an open-access journal carries risk that rights become an issue.
- c. Elaine Sisman asked about Music Theory Online's (MTO) status as an open-access journal.
 1. James Webster answer that MTO is subsidized/backed by the Society of Music Theory, but that HSNA didn't have the necessary resources to do so.
 2. Michael Ruhling voiced concern that an open-access journal may devalue the quality of the articles in some respects.
 3. Michael Ruhling asked the members present what they thought about moving towards an open-access model.
 - a. Rebecca Marchand stated in terms of information, it is best to be open-access, while also acknowledging the financial implications.
 - b. Mary Sue Morrow hoped that the Journal could occupy a niche in between high-brow articles (JAMS) & articles suited for a more general audience. She continued, "as a teacher of performers, I'm continually looking for articles that are clear, scholarly and not too dense."

6. *New Ways Forward for the Journal.*

- a. Michael Ruhling stated that there was a spate of articles at the beginning, but now it's slowed
- b. He expressed a desire to emphasize performance: "The performance aspect of the journal is something we need to push, especially the tie between performance and musicology."
- c. Michael Ruhling claimed that articles evolving from teaching are perhaps best. These are the types of articles that will make this journal work. He pointed to Elaine Sisman's article on 'the spirit of Mozart from Haydn's hands' in *The Cambridge Companion to Beethoven* as an illustrative example.
- d. Peter Alexander: "there are new ways of thinking about these online journals. We need to think about how to fit into this environment."
- e. Michael Ruhling believes it be valuable to bring up connections with previous Haydn scholarship publications (i.e., *Jahrbuch*) to take its place, as a marketing strategy.
- f. He also believes that the current environment, which is emphasizing Digital Humanities, is particularly ripe for our Journals contributions, but one that requires more pursuit if indeed we intend to move toward open access.
- g. Bruce MacIntyre cautioned that, even if the journal becomes open access, we want it to remain a strongly refereed journal.

B. **Charleston Conference**

1. Michael Ruhling: SECM thanked us for joining them: the conference was full of good papers & weather.
2. Melanie Lowe expressed her happiness with having an entire Haydn session at the conference.
3. Michael Ruhling announced that SECM has invited us to join them in Bethlehem (PA) for 2014, Feb. 28-Mar. 2nd.
4. He said that although we ended up not quite meeting expenses, we were close and not a strain on the coffers.

C. **Newsletter**

1. Peter Alexander expressed concern that garnering material for the Newsletter might also detract from material for the Journal

2. Michael Ruhling stated that the RIT Press has called for a blog feature that can be apart of the Journal.
3. Peter Alexander: "The Newsletter is well suited to an online function."
4. Michael Ruhling asked for a consensus regarding an integrated online Newsletter.
 - a. Michael Lamkin called for approval.
 - b. James Webster seconds approval.
5. Michael Ruhling described how Bryan Proksch is developing an continually updated news feed, an RSS feed.
 - a. Peter Alexander clarified that the Newsletter editor should not be Michael Ruhling.
 - b. He further mentioned that said Editor should have direct access to post online, without having to go through Michael Ruhling or RIT Press.
 - c. Alexander volunteered spearhead the new version of the Newsletter, one that is restrained to news items only, while shorter pieces of more academic perspective are better suited for the Journal.

III. New Business

A. Larsen Anniversary

1. Alex Ludwig discussed ways to honor Jens Peter Larsen's article "Sonata Form Problems," which was published in 1963, making 2013 its fiftieth anniversary.
2. This article doesn't appear in JSTOR, as it was first published in a Festschrift. Perhaps a symposium or conference on the article and its role in the history of sonata form might help to illuminate it.
3. James Webster warned that "putting on a symposium is a lot of work," and others agreed that the timeframe was impossible for a 2013 conference.
4. Michael Ruhling asked whether SECM might be interested in making it a part of their joint conference in Feb. 2014.
 - a. He also stated that perhaps integrating the conference with the HAYDN Journal might make the most sense, by publishing a representative sample of conference papers alongside a reproduction of the article.
 - b. Michael Lamkin wondered about the problems associated with publishing articles in the HAYDN journal that were also associated with the SECM conference, but Mary Sue Morrow assured us that she couldn't see any problems with that.
 - c. James Webster asked if Michael Ruhling or the Society has any relations with Steglein Press as they have been publishing some interesting things lately, including conference proceedings.
 - d. Neal Zaslav stated that getting a few key players to participate early on would help the conference to garner enough cache to attract a substantial amount of interest.

Meeting adjourned at 1:15pm

Respectfully submitted,
Alex Ludwig, *Secretary*, HSNA

Appendix A: Financial Statement

Haydn Society of North America
Treasurer's Report for 1/1/12 - 10/31/12

Bank Balance as of 1/1/2011: \$2193.04

Income:

Memberships	\$820.00
Total Income:	\$820.00

Expenses:

Bank fees	\$160.00
Web Site	\$191.76
AMS 2012 Expenses	\$120.00
Total Expenses:	\$471.76

Bank Balance as of 10/31/12 statement: \$2541.28

Note: At the moment there is one outstanding check for \$400, which should come through on the November statement (\$120 of it is for the booth at the 2012 AMS, and \$280 is for our share of expenses from the Charleston conference). This will of course be accounted for in the end-of-year financial statement.

Appendix B: *Institutional Subscriptions to the Journal*

Institutional Subscriptions

1. Bar Ilan University — Central Library in Israel
2. University of Regina — John Archer Library
3. Baylor University
4. RIT Library
5. University of Cincinnati
6. University of Auckland — New Zealand

Inquiries received, but no commitments

1. Trexler Library — Muhlenberg College
2. Duke University
3. Arthur Mendel Music Library — The Woolworth Center of Musical Studies, Princeton University
4. Cornell University
5. Eastman School of Music