HSNA Meeting—Saturday, November 6, 2010
Indianapolis Marriott, Marriott Ballroom 1/2
Minutes
Meeting called to order at 12:15 p.m.
Board Members Present: Michael Ruhling (President), Ben Korstvedt (Vice-President), Rebecca Marchand (Secretary), Elaine Sisman (Director-At-Large), James Webster (Director-at-Large), W. Dean Sutcliffe (Advisory Board)
Members Present: Patricia Debly, Stephen Fisher, Floyd Grave, Peter Hoyt, Kathy Lamkin, Michael Lamkin, Alex Ludwig, Bruce MacIntyre, Marita McClymonds, Mary Sue Morrow, Timothy Noonan, Bryan Proksch,

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I. President's Report (Michael Ruhling)

A. Michael Ruhling noted low membership, expressing hope that people would join/rejoin as a result of these newer projects. He encouraged faculty to get students involved, in particular.

II. Secretary's Report (Rebecca Marchand)

A. Election Results (Ben Korstvedt): a tie for the director-at-large position resulted in a run-off election by the Board, in accordance with the by-laws. As a result, Floyd Grave is our new director at large. Michael Ruhling will serve another terms as president and we welcome Alex Ludwig to his first term as Secretary.
B. Our thanks to Nancy November for her service to the Society.

III. Treasurers Report (Michael Ruhling, for Jane Ellsworth)

A. Jane was not able to be here.
B. See attached report. There is a disparity between income and expenses, partially due to some one-time expenses incurred as a result of having to file taxes due to a new tax law. We don't owe any money, but we have to file in California (because that is where we are incorporated) and there is a $25 filing charge.
C. Our expenses in regard to the newsletter have gone down as a result of printing fewer copies—only about 30, which include a couple of archival copies. We still pay our Newsletter designer who has done very fine work for us.
D. M. Ruhling asked if there were any concerns and expressed that he viewed the budget more in terms of what we can offer both to our members and as a society, even if it means experiencing some "growing pains."

IV. Committee Reports

A. Audience Development Committee (Rebecca Marchand): summarized results of online survey. There were 18 responses. The major points that came through were as follows:
    1. a willingness/great interest to serve on program committees
    2. a willingness to write book/recording reviews for the Newsletter
    3. a willingness to distribute HSNA literature at local Haydn-related events (concerts, etc)
    4. members would like to see HSNA sponsor collaborative events (lectures with Haydn concerts, etc), masterclasses, public outreach activities, events that have a more local impact, etc…in addition to more traditional conferences.
    5. Members suggested that the HSNA increase their online presence as well as devote energy to the new online journal.
    6. They was a great deal of support for offering financial awards to younger scholars and students for travel grants, dissertation work, etc. Haydn-centric awards for outstanding publications, etc. were also recommended.
    7. An Awards Committee was suggested to review proposals for travel grants etc.
    8. Some expressed that HSNA needs to engage with a fundraising professional, as well as offering naming opportunities (awards/ scholarships) and other types of acknowledgement.

B. M. Ruhling reiterated that we needed to boost the endowment (with higher giving levels) in order to achieve some of these goals, and that it wasn't just about "enhancing our coffers" but being more helpful as a society. Generally, we will need to make a list of programs, look at how much we can expect to give, how much we can expect to receive in terms of endowment gifts (particularly from companies and foundations.
    1. Ben Korstvedt asked if we had prioritized which programs would receive funding first and Michael Ruhling responded that this had not yet been done, but he recommended travel expenses for younger scholars.
    2. B. Korstvedt mentioned that it would be easy to institute prizes or awards for journal articles, recordings, etc easily within a year or two.
    3. Michael Lamkin inquired as to the level of the Endowment and M. Ruhling reported that it was at $1, 034.00, having taken a dip in the first part of the year and then came back up.
    4. Pat Debly and James Webster asked questions regarding interest levels and diversification, and M. Ruhling responded that we get 1% interest, that the fund is with Vanguard, and is a conservative rather than aggressive fund, including some stocks.
    5. P. Debly suggested that it sit in a GIC fund so that the principal is not lost and M. Ruhling expressed that we have been consulting with

Steve Fitzsimmons in terms of our investment decisions and he felt that this had proved beneficial.

6. J. Webster confirmed that the AMS has a profile that is balanced and conservative—a mix of stocks and bonds so that it will grow.
7. Marita McClymonds recommended that clear definitions of where contributions could/would be distributed would be very useful and would further motivate people to contribute. She also recommended naming opportunities, particularly for larger contributions.
8. M. Ruhling said that a committee should be formed by this time next year to prioritize funding goals and develop prizes/naming opportunities. This will be an ongoing process.

V. Proposed By-Law Change for election procedure:

A. M. Ruhling summarized the proposed change and gave members a chance to reread the proposal that was sent out via e-mail and paper form.

B. Mary Sue Morrow called the question and it passed unanimously, no abstentions.

C. M. Ruhling clarified that a ballot would be sent out to the entire membership

VI. Joint Conference with Society for Eighteenth-Century Music (SECM) Charleston,SC April 13-15

A. M. Morrow explained that the dates weren't absolutely definite, and would be meeting with a contact person

B. M. Ruhling, in consultation with SECM members, suggested a new approach to the sessions---more "salon' like—shorter 20 minute papers, 3 per session to be read consecutively—twenty minutes to half an hour of discussion about three papers. The "chair" will be more of a respondent who has read papers ahead of time and will have points to lead the discussion. He believes this attract a large enough number of papers.

C. M. Morrow suggested increasing the roles of session chairs---maybe funding to come as a respondent; might be able to accept 19 papers + respondents; a "dissertation" session and a plenary address. Offered that this would be more of an enticement for local attendees.

D. M. Ruhling suggested that people in other fields might be interested in an approach and M. Morrow hoped to get the faculty of Charleston involved. M. Ruhling cited Caryl Clark's session about *Il mondo della luna* and the multi-faceted discussion it fostered.

E. Further discussion focused on how many sessions would be in that format, the role of the respondent and the role of the Program Committee. Both M. Morrow and M. Ruhling confirmed that this would all be outlined clearly in the Call For Papers. The Program Committee would also contain members from both groups.

F. M. Morrow confirmed that this was still in discussion, nothing solidified—mostly products of a morning brainstorming session.
G. Bruce McIntyre suggested involving ASECS, which has their own meeting in San Antonio, March 20-25th
H. M. Ruhling said that he'd ask people to sit on program committees, and any interested members should notify him. He also hoped for flexibility in the social and academic aspects of the conference.

VII. **Electronic Journal "HAYDN" (Michael Ruhling)**

First issue of the electronic journal, published by RIT Press (father company, Cary Press) They've had a huge interest in doing an electronic journal. The idea of multimedia was very appealing to them. Michael has been working with them since about last February and an international Editorial Board has been formed that includes Elaine Sisman, Ethan Haimo, Alan Badley, Peter Alexander, Edward Green, Nancy November, Christine Siegert, David Wyn Jones, Tom Beghin, Denis McCaldin.

A. M. Ruhling felt instead of a Journal of the Haydn Society of North America, A more general "HAYDN" journal (both Michael and Joseph Haydn) would foster something more international in scope, and would be a separate entity (not under the auspices of the HSNA).
B. Proposed Membership/Subscription fee would be $20 or $25 a year, and have something like an iTunes menu, but decided against per article purchase possibilities. M. Ruhling proposed to the board that a subscription be offered as a benefit for HSNA members…supporting the journal on a per member basis. HSNA---$15 per member. He felt this would attract more members to the HSNA because of the slim difference in cost between the journal subscription and HSNA membership.
C. The journal would come out twice a year, and the HSNA newsletter would be reduced to once a year, also helping to retrieve costs that would then go into the journal.
D. Proposed Vision: includes larger articles (8000-12000 words), two or three of which would be in the Spring issue; reviews in the Spring issue; and a feature that has electronic files/images of new documents that haven't been seen or discussed recently. The Fall issue would have shorter articles and/or works in progress (up to 5000 words) and responses to the Spring issue. A subscription would also give one access to the archives of the journal, in order to foster ongoing conversation.
E. Discussion
    1. questions regarding ownership of the journal, including whether it would be part of one of the major journal databases (e.g. JSTOR)—RIT was pursuing this, as well as looking into a relationship with Naxos. Also want to be careful to find a good compromise between an

engaging online medium but still remain a scholarly journal (M. Ruhling)

2. M. Ruhling addressed concerns that the designers would make the journal too "magazinish" and said that they've already accepted that it will indeed be peer-reviewed and he hoped that it would buffer some of those concerns.
3. Ad content: M. Ruhling has asked the publishers to look at the types of ads in *Early Music* and *19th-Century Music* as well as other specific print journals. P. Debly suggested that ads would be a good source of revenue.
4. There were several questions regarding income from the journal, including the amount, where the money would go if we did get involved with something like JSTOR. J. Webster and E. Sisman confirmed that journals like JAMS (Journal of the American Musicological Society) receive no income from UC Website just because it is hosted.
5. Other basic discussion revisited the aesthetics of the layout…looking to bridge "sex appeal" with academic integrity. M. Ruhling also recommended that access to abstracts be free. M. Lamkin confirmed that the online medium was an excellent opportunity for audio/visual examples not possible in print media. M. Ruhling has utilized a test article that included some images, sound clips, etc..
6. B. Korstvedt inquired about sharing the prototype and M. Ruhling expressed a desire to have a sample test group to review the prototype. He called for those who are interested to notify him.
7. The discussion revisited how the HSNA would be related to the journal. Over the course of the ensuing discussion, several members expressed that they felt it *should* be the Journal of the Haydn Society of North America. M. Ruhling offered concerns that this might detract from the worldwide appeal and would incur greater costs for the Society, but expressed he was happy to have it be under the auspices of the HSNA. M. Lamkin recommended keeping the HAYDN title, but making it clear that it was under the Society's auspices. J. Webster commented on the liability issues involved, stating there would have to be legal documentation as to the Society's relationship with RIT Press and the liabilities would have to be carefully outlined. B. Korstvedt didn't feel that the autonomy of the journal would limit having global contributions, especially since the proposed editorial board is international.
8. M. McClymonds suggested investigating how some of the other academic societies manage ownership of their journals.
9. M. Ruhling is making a list of items for a formal contract, which will then be vetted by the Board.

VIII. OTHER BUSINESS

A. P. Debly offered two suggestions:

1. that the Haydn Soc have a session at ASECS. ES We have to become an affiliate of ASECS.
2. The society should create a five year strategic plan (P. Debly volunteered to help get involved in that). Talk about weaknesses and opportunities.

B. Remarks

1. M. McClymonds expressed concern about fundraising when activities aren't local, in terms of getting individual donors involved
2. M. Ruhling remarked that foundations should also be kept in mind, and thanked everyone for fruitful discussion and suggestions.

Meeting was adjourned at 1:44 p.m.

Respectfully submitted by

Rebecca Marchand, Secretary
29 December 2010

ADDENDUM A: Treasurer's Report

Haydn Society of North America
Financial Statement for 1/1/10–10/29/10

Bank balance as of 1/1/ 2010:	$2006.77
Income:	
Memberships	$ 490.00
Total income:	**$ 490.00**

Expenses:

Newsletter design	$ 140.00	
Newsletter postage	$ 36.12	
Misc. Postage	$ 41.48	
Tax preparation fee (CA)	$ 410.00	(for 2 years)
Tax filing fees (CA)	$ 50.00	(for 2 years)
Bank fees	$ 140.00	
Web Site	$ 190.80	
Unknown expenses	$ 140.00	(Check card, 6/10/10, RIT student financial services)
Total expenses	**$1148.40**	

Bank balance as of 10/31/10 statement: $1348.37*

*The bank thinks we have $.40 more than what the numbers on this page come out to (which is $1347.97. I can't figure out where this discrepancy is!!!! Sorry.

Respectfully submitted,

Jane Ellsworth, HSNA Treasurer
11/7/10