

HSNA Minutes
2011 Business Meeting (San Francisco, CA)
November 12, 2011
12:15pm
Hyatt Regency Hotel, Regency A

Board Members/Officers Present: Michael Ruhling, Jane Ellsworth, Alex Ludwig, Elaine Sisman, James Webster, Dean Sutcliffe

Others: Mary Sue Morrow, Timothy Noonan, Suzanne Forsberg, Rebecca Marchand, Stephen Fisher, Kathleen Lamkin, Michael Lamkin, Bruce MacIntyre, Caryl Clark, Peter Hoyt

Meeting called to order at 12:20pm

Reports:

A. President's Report (Michael Ruhling)

1. Michael Ruhling presented the general status of the society; not a lot of money, so some initiatives will be put on hold
2. Working mostly on the journal: the RIT press has a financial model in place (1-year subscription: not calendar year)
3. The subscription page (2012 year) is open, but access is free until 12/15
4. Final model: they will receive income from Libraries & Institutions; we will receive income from single members
5. We will continue to monitor this arrangement
6. RIT sees this journal as a new opportunity to enter this area

B. Discussion:

1. Caryl Clark asked about the institutional rate.
 1. Michael Ruhling answered that rate is based on usage, we will **amend the minutes to show the address**. We're put at the low end of the prices compared (\$100-200 per year, per usage) to other journals
 2. Other questions pertaining to subscriptions
 1. Michael Ruhling outlined that membership and subscription were tied together
 2. He also urged everyone to go to our institutions and ask for institutional rates. Their goal is 2 inst. From every state, and MR thinks that is achievable.

C. Secretary's Report (Alex Ludwig)

1. Alex Ludwig reported that the current membership stands at 41 members, which grew by one member over last year. The breakdown is as follows: 17 lifetime, 17 regular, 7 retired members.
2. He also reported on the 2011 Elections. All candidates stood unopposed: Caryl Clark was elected Vice-President; Jane Ellsworth was re-elected as Treasurer; and Michael Lamkin, Mary Sue Morrow and Nancy November were all elected as Directors-at-Large.
 1. Alex Ludwig also recognized the work of those members whose terms expired in the last year, including Benjamin Korstvedt, Elaine Sisman, Tom Beghin and Michelle Fillion.

D. Treasurer's Report (Jane Ellsworth)—see Appendix A for Financial Statement

1. Jane Ellsworth suggested that we explore the possibility of moving banks to save the fee \$16-a-month fee through our current bank (Bank of America).

E. Discussion:

1. Mary Sue Morrow suggested the use of a Credit Union but Jane Ellsworth wondered about the practicality of multiple people using the accounts of a Credit Union

2. Michael Lamkin asked about the joint spring conference with SECM in Charleston, especially regarding our Society's financial commitments.
 1. Mary Sue Morrow noted that things might change because of a possible concert fee
 2. She also noted that the use of the rooms are free; the church for concert is \$450; meeting rooms at college are free; and the Dean is doing a reception for us.
 3. The hotel rooms will be between \$119 and 129 a night, and Mary Sue Morrow split us between two hotels in order to avoid paying an extra fee
 4. Questions pertaining to the rates/fees for the conference
 1. Michael Ruhling noted that the registration fee will hopefully cover the costs of printing booklets, et al.
 2. Rebecca Marchand asked if there was a night minimum for the hotel and Mary Sue Morrow was uncertain
3. Bruce MacIntyre inquired about student rates for membership in the Society
 1. Jane Ellsworth replied that students and retired members are \$20
 2. Michael Ruhling noted that all membership levels will increase \$10 per level (with lifetime going from \$300 to \$500); the increase is in order to cover the increase in journal cost.
 3. He continued about the journal: the start-up costs have been ~\$14,000, but the maintenance will be much less
 4. Michael Ruhling assumes \$3-4000 per issue in the future;
 5. RIT did give a \$12k grant + \$2000 in extra work that RIT's sees as an investment
 6. MR continues to look for grants in order to maintain the level we're at, especially considering that this is a new endeavor.
 7. Jane Ellsworth noted that after 12/15, we need a mechanism regarding the bookkeeping of membership and transfer of fees between the journal and the society.
 8. Michael Ruhling noted that RIT is taking care of CC fees, and then they will transfer our portion to us.
 9. For institutional membership prices, please contact:

RIT Press
 Laura DiPonzio Heise, Business Manager
 90 Lomb Memorial Drive
 Rochester, NY 14623-5604
lmdwml@rit.edu
 (585) 475-5819
carypress.rit.edu

F. Old Business (The Journal)

1. Michael Ruhling discussed ways in which we can monetize the journal. He spoke with Bill Meredith re: LvB journal about ways to make even more user friendly in order to make it more personable (to teachers and performers, as well as scholars).
2. Some options include: 1) a letter from Michael Ruhling about the issue as a whole, with as many photos as possible to draw in readers; 2) re: broader base of members & readers, high-quality PDFS from Library of Congress, using IMSLP as a model.
3. Peter Hoyt volunteered his work regarding collected images of Haydn's own art collection
4. Michael Ruhling discussed the ways in which we can reach the larger public with this journal, while maintaining the scholarly rigor of good cutting-edge scholarship
5. Elaine Sisman asked about the system of peer review, with Michael Ruhling noting that he distributes the articles to two readers
6. James Webster and Stephen Fisher mentioned the availability of autograph manuscripts, with Stephen Fisher volunteering to spearhead the project.
7. Rebecca Marchand asked about the process of getting permission for these pdfs and Michael Ruhling noted that he is doing it at this point, but would gladly delegate it to someone in the society.
8. Rebecca asked about Michael Ruhling's exact responsibilities: essentially, he is in charge of content, RIT Press runs the proofreading and formatting, before sending it to the tech people.

9. Michael Ruhling mentioned that 1) we have a 3-year contract with RIT Press re: the journal, and now he does the close reading on all musical terms.
 1. Jane Ellsworth and Rebecca Marchand both voiced concerns that getting a graduate student involved in this aspect of the project would be useful
10. Kathleen Lamkin asked who were the editors of the Journal
 1. Michael Ruhling listed the “Editorial Board” as found on the website
 2. The Editorial Board is as follows: Michael Ruhling (director), Peter Alexander, Alan Badley, Tom Beghin, Edward Green, Ethan Haimo, David Wyn Jones, Denis McCaldin, János Malina, Nancy November, Christine Siegert, Elaine Sisman

G. New Business (Conference)

1. Michael Ruhling stated that more information will go out next week
2. Mary Sue Morrow stated that we’ve had 45 submissions, only one for the dissertation section in which a panel looks at the dissertation, when the student presents 10-minute + panel response & audience response
3. James Webster asked about paper slots: Mary Sue Morrow advocates 8 on Friday & Saturday, 4 on Sunday; most of this is still in flux however.
4. Discussion followed regarding a book exhibit at the conference, but it appears to be too much trouble
5. Some questions were raised regarding the ability to monetize the website and conference via ad space
 1. Michael Ruhling and others discussed outreach, especially regarding non-musical societies like the Austrian Cultural Exchange or Consulates
 2. He also mentioned that perhaps this process is best saved for the “Audience Development” committee
 3. Michael Lamkin suggested the Hungarian Consulate as well, but they are more pressed for funds & staff. Kathleen Lamkin volunteered Michael Lamkin as a point person.
 4. Michael Ruhling and Alex Ludwig will make lists of whom is most closely located in each of the various cities to various consulates and other places to contact
 5. Michael Lamkin volunteered to be the point person for the LA Consulates

H. New Business (Joint Reception for Eighteenth-Century Studies)

1. Michael Ruhling noted that Dean Sutcliffe is right, we need to think financially & logistically about the reception.
2. He urged Mary Sue Morrow to be the point person, but she noted that James MacKay might be better suited to look into off-site locations for about 150 people (5 societies: HSNA, SECM, Bach & Handel, LvB, etc).
3. Jane Ellsworth looked up the details regarding the Philly reception: it cost each society \$1500, including rental & food including an open bar (\$9000 Reception)
4. Caryl Clark noted that an Austrian Cultural center or consulate might be interested in sponsoring this event; Mary Sue Morrow mentioned that New Orleans most likely has a number of different consulates.

I. Announcements

1. Michael Lamkin mentioned the new book, *Haydn & His Contemporaries* (\$18)
2. Timothy Noonan inquired about *Haydn Studien* and James Webster noted that it still appears, but irregularly—if and when they have material
3. Stephen Fisher asked about the newsletter
 1. Michael Ruhling noted that it has fallen to the wayside, slightly, but we want to publish it once a year (mailed in hard copy) as a sort of “end of the year” report...you should receive it sometime in January (“end of 2011”) report.

J. Meeting adjourned at 1:39pm

Respectfully submitted,
Alex Ludwig, Secretary, HSNA

APPENDIX A: Haydn Society of North America
Financial Statement for 1/1/11-10/29/11

Bank balance as of 1/1/2011: \$1461.67

Income:

Memberships	\$500.00
Donations: general	\$80.00
Donations: endowment	\$0.00

Total Income: \$580.00

Expenses:

Bank fees	\$160.00
Web site	\$9.95

Total expenses \$169.95

Bank balance as of 10/31/11 statement: \$1871.72

Respectfully submitted,

Jane Ellsworth, HSNA Treasurer
11/12/11