



MUSIC
PUBLISHERS'
ASSOCIATION
of the United States

Music Publishers Association of the United States

Minutes of the Officers & Board of Directors Meeting
October 23, 2008 ASCAP Offices

Brittain Ashford (Administrator)	Present
Marco Berrocal	Absent
Carl Bornmann	Present
Craig Cornwall	Present
Steve Culbertson	Present
Daniel Dorff	Present
Kathy Fernandes	Present
Lauren Keiser (President)	Present
James Kendrick Esq., (Counsel)	Absent
Kristin Lancino	Present
Steve Manus	Absent
Kathleen Marsh	Present
Roger McClean	Present
Dave Olsen	Absent
Marc Ostrow	Present
Norman Ryan	Present
Jeff Schroedl	Absent
John Shorney	Present
Laura Stevens (Counsel)	Present
Todd Vunderink	Present

Committee Chairs

Craig Cornwall, Finance Chair	Present
Dave Olsen, Membership Chair	Present

Call to order and announcements (Keiser) – 10:05 am

Approval of Minutes from September Meeting – Daniel Dorff corrected the minutes to reflect that changes to the Paul Revere Awards will not be discussed with the committee. The minutes were approved with this one correction.

Treasurer's Report - Approved as submitted. Carl Bornmann reported that the audit was successful. A discussion regarding the rates our current CDs are earning ensued. Carl will review CD rates and suggest new investments at the next meeting.

Old Business

MENC/MTNA Blanket License:

The MENC, in return for a blanket license is willing to pay two to three dollars per member. Alfred and Hal Leonard reported that they do five to 10 licenses per week, except for the

holidays when the volume goes up to 10 to 30 per week. They both reported the numbers are small relative to the amount of work involved in issuing a license. Discussion took place regarding how to divide up the money collected. John Shorney asked if sync licenses were involved. Marc Ostrow answered that both mechanical and sync licenses were involved since most of these licenses covered DVDs as well as CDs. It was reported that the Harry Fox Agency will not issue a license for under 250 copies. It was also brought up that not all publishers would opt-in to the program so a blanket license would not cover the entire universe of music. The identification of the available music presents an administrative problem. The set up of a database identifying the available music would be expensive and beyond the scope of the MPA. A third party would have to be employed to administer this program. Madeline was recommended as the party to administer the program, although an accounting firm may also have to be employed. It was brought up that Fox may want to administer this program since they are a rights collection agency. It was brought up that the HFA database would have to be updated to reflect both the print rights and the mechanical and sync rights. Lauren said that he would work with the MENC to ask them how they would identify the works being used so royalties can be paid to the appropriate publisher. John Shorney suggested that the program should be modeled after the CCLI and GIA system. Discussion continued regarding the best way to execute the license. The Board authorized Lauren to continue in non-binding discussions with MENC regarding the deal points. John Shorney finished the discussion by saying that \$28,000 was too low an amount to make this a feasible program.

Industry Sales Survey:

Lauren Keiser reported that both Alfred and Hal Leonard are willing to report sales on their products. Steve Manus will be in charge of the market survey. Lauren suggested that the survey include the number of beginning piano, guitar, band and orchestra books sold to give the industry a handle on how many beginning music students are studying an instrument. All agreed that they would participate in the survey.

MPA New Brand/Logo:

Kathy Fernandez gave a presentation about the design and implementation of the new brand campaign. The Press and PR committee is scheduled to meet with designers to begin work on the new brand and logo immediately after today's board meeting. The Board discussed the creation of the new brand and the message behind it. It was agreed upon that the message needs to be positive. The new brand will start with the development of a new logo and perhaps a byline to go with it. Materials will be created around that brand. It was suggested that a 'Copyright in a Box' kit be produced that can be used by various organizations. Kathy outlined the target market groups that will be contacted and encouraged to spread the message. It was discussed that the MPA should work in concert with other organizations who promote copyright to share information, ideas, and participate in coordinated activities. Lauren Keiser stated that the treasury is large enough to accommodate this program.

New Business

Mark Ostrow – Mr. Ostrow informed the Board that he will no longer be working as an employee of Boosey and Hawkes in 2009.

Committee Reports

Annual Meeting – Lauren Keiser. No report.

Contribution – Roger McClain, Todd Vunderink. No report.

Copyright and Licensing – Marc Ostrow.

Educations Contact and Trade Relations – Lauren Keiser. No report.

Engraving/Production – Dan Dorff, Todd Vunderink. No report.

Finance/Audit – Carl Bornmann. The audit of the MPAs accounts and procedures is finished and it was reported that all accounts are in order and the MPA's accounting procedures are adequate for our type of organization.

Membership Report – No Report.

MLA/MOLA/MPA – Dan Dorff, Todd Vunderink, David Flachs. No report.

Performance – Norman Ryan. No report.

Press/PR/Pub – Kathy Fernandes/Kathleen Marsh/Craig Cornwall. Report given in 'Old Business'.

Research/Development/New Technology – Steve Manus, Steve Culbertson. No report.

Paul Revere Awards– No report.

The meeting was adjourned at 12:00 pm.

Respectfully submitted,
Kathleen Marsh, Secretary