



SweetWater Music Festival

Board Development Committee

Report to the Annual General Meeting April 21, 2022

The Board Development Committee met on several occasions this year on an as-needed basis. Lynda Montgomery and Charlotte MacFarlane planned a “Blue Skies Day” which was held on July 10, 2022 at the residence of Jackie Mersich. Membership needs for the Board, each committee and volunteer roles were identified and discussed. The following needs were suggested:

Committee Needs

Audience Development Committee - add 1 more member

Resource Development Committee – add 1 more member

Legacy/Endowment Committee – add 1 more member

Outreach/Education Committee – add 1 member – preferably a school music teacher

Board Development Committee– add 1 member

Advisory Committee - possibly meet 2x year

Volunteer Task Force

Hospitality

Event – develop list of tasks for each event

Accommodations

Board members were asked to bring forth names of potential members to the Board Development Committee.

A follow-up “Blue Skies” event was held November at the home of Lynda Montgomery.

A main concept from that meeting was to develop an advertisement to recruit members for all aspects of the SWMF. A further meeting was held via Zoom December 10 with Michael Alder offering to develop the ad for the committee to review. Thank you to Michael Alder and Gail Gallant for their work on writing the advertisement. Although the ad was placed in January in various media, personal issues, and seasonal holidays have delayed further progress of this matter at this time.

Gwynne Potter was welcomed to the BSD meeting as a new Board Member who may take over the Treasurer's role at the next AGM. She will work with Jill Willington over the coming months to hopefully transition into that role.

The Board was pleased to welcome Cynthia Lemon as a new Board Member at the March 2022 meeting. Her work in the Education field and as a long-time member of the Owen Sound community will enhance the Board in many ways. Cynthia will serve on the Resource Development Committee as well as provide input to the Education Committee and other areas as needed.

A new document (Glossary of Terms) was developed for new Board Members listing, outlining and describing the many activities of SWMF.

Recruitment for the various committees and roles required by the SWMF continues throughout the year.

Respectfully submitted,

Jackie Mersich