

Juvae Jazz Newsletter May 2017

Officers and board members of the Society met 2 PM Sunday, April 23, 2017 at the Decatur Conference Center Hotel and completed the annual election of officers and board members. With that resolved, the members present at the meeting discussed in detail the financial and other conditions surrounding Juvae and the CIJF. Keeping the financial situation in mind, the board agreed to hold May 1, 2017 as the determining point for CIJF 2018 funding and set what was agreed to be an acceptable minimum level of funds required prior to initiation activities for CIJF 2018. As of May 1, 2017, that minimum level of funding was not achieved and pursuant to the agreement of April 23, CIJF 2018 will not be activated.

The ensuing year from this point forward will be utilized to reengage in the processes of marketing, publicity, organization, goal setting and staff continuity. Members of the board have already met with the Economic Development Corporation (EDC) of Decatur and Macon County, Decatur Metro Chamber staff, Decatur Foundation Staff, staff from Millikin University, and an electronic media representative. A meeting with the Decatur Area Arts Council will be scheduled in the near future to strengthen that relationship and we anticipate meeting with the young and forward looking staff of a start-up marketing firm in the area. Juvae membership in the Decatur Metro Chamber is being entered; one advantage of that membership is access to organizational training that would be otherwise difficult to acquire; membership also puts Juvae more into the public eye and enables attendance at Chamber functions to enhance connections to other groups. It is anticipated that by mid-summer a number of committees of the board will be established to pursue the various aspects of publicity, marketing to a more defined and expanded demographic, and with the right connections in place serve as representatives of Juvae in a more public persona. A number of persons in position to aid and abet Juvae in regaining financial stability have clearly made known their willingness to assist in seeing the organization remains not only viable but becomes a recognized asset to this community and of value in marketing the area as a whole to future industry staff.

Although CIJF 2018 will not be entered into, there is stated interest in sponsoring additional one day events over the next year. Such events have not been a financial success in recent times but do serve in some limited manner to keep Juvae in the public eye. With better marketing skills this situation should see improvement. We need to learn more about the demographic we should be serving to gain attendance; assistance in that area will be sought out.

One aspect of the Juvae organization pointed out to us several times recently was the lack of staff succession. While we have not progressed very far in remediating that

situation, it will take some time and is being regarded as a very necessary step for established longevity. Minor progress has already been made but more inquiry is needed to access a resource to help us with that situation

As co-presidents, we look forward to the year ahead as a process of recovery for Juvae Jazz Society in a number of areas. There is the financial aspect to be sure, but we need to position Juvae in more of a household entity status than it currently enjoys, more of a “go to” event sponsor. We have found the attitude of some very able persons in position to render such assistance to be positive in every sense of the word. There are persons who want very much to see Juvae evolve into a dynamic partner in the community. That will require active involvement by a lot of people in a number of different aspects; as co-presidents, we look forward to tapping the resources of the Juvae board members, Society members, and others and taking that step forward.

Michael Jontry, Co-president

Carol Jontry, Co-president