

HOLLAND CHORALE

BOARD OF DIRECTORS MEETING

MARCH 5, 2018

LINKS CLUBHOUSE

PRESENT: Brian Carder, Phil Konczyk, Pam Wells, Sally Zenas, Carol Zeh, Mihai Craioveanu, Julie Anderson, Que-Lan Engels, Jennifer Brunk (staff)

ABSENT: Pam Pierson, Doug Wachter, Carol Bechtel, Ruth Hofmeyer, Liz Colburn

LATE: Patrick Coyle

In Carol 's absence, the meeting was called to order by Vice President Mihai Craioveanu at 7:05 pm.

MINUTES FEBRUARY 5, 2018: Minutes approved unanimously.

TREASURER'S REPORT: Financial concerns were strongly presented by both Julie and Jennifer. The cash flow is not ideal, with Jennifer not being paid in a timely fashion and \$3,600 due March 24 for musicians. The current check book balance is \$278. Current financial reports are attached as well as a Projection Worksheet for March prepared by Julie.

EXECUTIVE COMMITTEE:

OFFICE SPACE – Jennifer reported that our rent is \$424/month and our lease at Midtown Center goes through March 2019. She spends approximately 2 hrs/mo in the office and is willing to work from her home if the lease can be renegotiated to reduce expenses. She asked for board assistance on this, and it was decided that Mihai would ask Jeff Helder for his help. Music storage, currently in the basement of Midtown Center, must be part of this conversation.

COMP TKTS FOR MUSIC EDUCATORS – Tabled until May.

HARASSMENT POLICY – Pam W. reported that Carol has presented the policy to Chorale members. Mihai suggested that the policy might be renamed Title IX in the future.

OPERATIONS MANGER: Jennifer stressed that we have less income that what is going out. To help with the current cash flow, some table sponsors have prepaid for Grand Night for Singing. Brian recommends charging \$1,300 for a corporate table which would include a half page ad in the printed program.

Jennifer continues to work an average of 20 hrs/week. She feels strongly that for the concept of the Operations Manager to work 10 hrs/week, she must empower others to carry some of

the load. She more than paid for her development hours this month by bringing in 2 sponsors for the March concert: Warner, Norcross and Judd (\$500) and Amon Family (\$1,000). Jennifer has compiled a potential concert sponsor worksheet in Google Docs where all board members can give input information classroom style. She would like the focus of the month of March to be figuring out who we are going to approach and how. Then when printed materials for 2018-2019 are ready, we will be ready to go in asking for these essential sponsorships.

We are going to sell ads earlier than in the past for the 2018-2019 season and get corporate and family sponsors. Corporate sponsorships are not Philanthropy, they come out of marketing budgets for companies. We will work with businesses to build partnerships that are mutually beneficial.

Jennifer feels that the organization currently exists as much, or more, for the singers than for the community. In order for the HC to continue to present outstanding concerts with a fabulous director, we need more help of the community of Holland. Currently the community is bearing only 13% of the cost from ticket sales. There must be a cultural change in order for the Holland Chorale to survive.

ANNUAL MEETING: Carol Z. reminded those present that the By-Laws state that there should be an Annual Members Meeting (Article III, Section 3.4) and this meeting would be a good time to address the above problems with the singers. It was suggested that a half-hour meeting be held as part of a rehearsal, with a summary of the financial situation being presented to chorale members at that time.

OPERATIONS COMMITTEE: Jennifer suggested that a survey of chorale members be done, addressing how they perceive their role in the organization and find out if and how they are willing to help. Pam W. will draw up a Google Docs basic information sheet, including a couple questions for Chorale members, to give us a better handle on this. She will also continue to have concert tickets available for member purchase at rehearsals.

ARTISTIC DIRECTOR: Patrick presented a preliminary report for the 2018-2019 season. (See attached.) Dates and venues need to be finalized and sponsors will be essential to fund these exciting new possibilities.

FUNDRAISING: As stated above, Jennifer has two sponsors for the March concert. Two of Mihai's contacts will not be able to contribute financially at this time.

AD SALES AND DEVELOPMENT: Brian is still trying to collect for unpaid advertising for the 2017-18 program book.

COMMUNICATIONS/MARKETING: Carol Z. is sending weekly email blasts to promote the March concert. She is working with the Holland Sentinel, posters are being distributed, 240 postcards were sent out to past donors and ticket buyers. She suggested bulletin announcements be placed in all area church bulletins. Inserts for the printed program are being worked on and Phil is working with Blue Lake Radio.

SPECIAL EVENTS: The Grand Night for Singing committee has been meeting regularly and table sponsors are still needed. Carol B. will give a detailed report next month.

TICKET REPORT: Sally reported that 33 tickets have been sold for the March 24 concert.

Meeting adjourned at 9:30.

Sally Zenas, Secretary

NEXT MEETING: April 9 – Refreshments 6:45, Meeting 7:00 – The Links Clubhouse

SNACKS: Jennifer and Sally

NEXT EXECUTIVE COMMITTEE MEETING: March 19 – 7:00 – Zenas'

ATTACHMENTS: Financial Reports (3)

Operations Manager Report

Artistic Director Report – 2018-19 Season

Board of Directors Contact Info.