

HOLLAND CHORALE  
BOARD OF DIRECTORS MEETING

March 4, 2019

LINKS CLUBHOUSE

PRESENT: Pam Wells (President), Pam Pierson, Jennifer Brunk (Operations Manager), Carol Bechtel (Past President), Carol Zeh, Brian Carder, Sally Zenas (Secretary), Jen Ritsema, Jean Lemmenes, Que-Lan Engels

ABSENT: Julie Anderson (Treasurer), Mihai Craioveanu (Vice President), Doug Wachter

PHONE IN PRESENCE: Patrick Coyle (Artistic Director)

Call to Order: Meeting called to order at 7:00 by Pam Wells, President.

Minutes: Motion made and seconded to approve the minutes of the Feb. 11, 2019 meeting. Motion passed unanimously.

Additions to Agenda: None

**EXECUTIVE COMMITTEE REPORT:**

1. **New Board Members & Recruitment Committee Report:** Currently there is no one ready to serve on the board. Jennifer Brunk will form a Development Committee that will identify and recruit potential board members. Sally will attach a spread sheet to these minutes that lists names suggested to date, action taken, and responses from those contacted.
2. **Volunteer Job Descriptions:** Sally reported that all Volunteer Job Descriptions have been submitted. She will put them in a Word folder and submit them to Carol Z. for posting on board and member website pages.
3. **Bylaws Review:** Jen Ritsema suggested that section C4 be left alone. Carol Bechtel will handle communication with members.
4. **Annual Meeting Rescheduling Discussion:** Moving the Annual Meeting to April 16, 2019 has been approved by Patrick.

**TREASURER'S REPORT:** Jennifer reported for Julie. There is currently \$21,500 in the checkbook as compared to \$497 last year at this time. A large MCACA check was deposited in February, very careful budgeting and two successful fundraisers have helped immensely, as well as Jennifer getting concert sponsors. She advised the board of the goal to have ¼ of the annual operating budget as cash reserve. Monthly financials are posted on the website.

**OPERATIONS MANAGER'S REPORT:** Jennifer stated that she is ready to form a Development Committee and establish a method of keeping track of potential board members. Her contract adjustment, approved in December allowing her to work 20 hrs./wk. the months of March April and May, is working well and allowed for her to have vacation time in February. The Tulip Time Art show is taking time. She is nicely in touch with Patrick by phone during his sabbatical. She is

eager to have the 60<sup>th</sup> anniversary year be a great year for the Holland Chorale. She has hired Hope student, Ben Douma, (\$200) to make a promotional video for the 60<sup>th</sup> anniversary. It is due end of April and will be available for presentation at Grand Night for Singing. She is working on a sponsorship for the March 2019 concert. Patrick and Jennifer will work together for sponsors for next year. Jennifer's full report is posted on the website.

#### **WORKING BOARD UPDATES:**

**Artistic Committee:** (Conference call with Patrick at 8:15 pm.) Prior to the meeting, Patrick sent his full report which is posted on the website. In addition to having the anniversary year theme and next season's schedule pretty much in place, he was happy to announce that Chanticleer will be sharing a May 1, 2020 concert with the Holland Chorale. The Holland Chorale will pay their contract fee, which includes an educational program, and we will get 100% of ticket sales. Patrick and Jennifer will approach the TT committee and encourage them to use this as a pre-festival event, giving them an opportunity to promote the upcoming event so it is beneficial to both organizations. The venue for this event is being explored.

All previous directors have committed to the March 15, 2020 alumni concert. The audition date for Grand Night for Singing is April 16, 2019. Patrick will have a signup sheet for auditions at his first rehearsal in April. Singers must bring a copy of their music to leave with Phyllis Miner when they audition.

**60<sup>th</sup> Season Planning Committee:** Patrick has chosen the theme **CROSSROADS** for the 2019-2020 season.

**Operations Committee:** Jen is trying to get a committee together. Norma Ashby has arranged for an Afterglow celebration at Big E's following the spring concert. Jennifer thanked Jen for getting dues in so well this year and establishing a spreadsheet. Jen is working on improving communication with section managers.

**Adventures in Harmony:** Pam Pierson reported that Mark Stover, Associate Director of Choirs, University of Michigan, is eager to participate and be this year's guest clinician. The date is October 1, 2019 and the venue is Zeeland High School.

**Ad Sales:** No report.

**Individual Fundraising:** No report.

**Communications/Marketing:** Carol Z. has begun working on printed programs for the March concert. When they are finished, she and will work on the 2020 season brochures. Jennifer pointed out that brochures were mailed soon after Grand Night for Singing last year, with poor response for early ticket purchase. She recommends we do a mailing closer to the fall concert date and send out some sort of postcard early, announcing the season for the coming 2019 – 2020 anniversary season.

**Grants:** Pam P. reported that the final report for the Holland Charter grant is completed. She has not received an application from them for the next cycle. The Park Township grant is pending. MCACA 2020 is looming large on the horizon. Pam needs narrative for strategic planning plans and Jean Lemmenes will get a timeline to her by the April 8 meeting. Because panelists look at online presence, Pam emphasized that we need to make progress in this area. Responses to social media is looked at. She suggested posting clips from rehearsals. Currently Carol Z and Abby Blystra are administrators on the Facebook Live page. Carol will add Pam P. as an administrator so she can post things as well.

**Special Events:**

1. **Grand Night for Singing:** Carol B. announced that this year's theme is "Spring has Sprung". The committee is meeting regularly. As part of the evening's entertainment, they would like to include a high school student who has participated in Adventures in Harmony.
2. **Fall Fundraiser-** Que-Lan said she has a big idea for the November 2019 fundraiser. When things fall in place, she will share details for this elegant possibility. Que-Lan will contact Mihai to set a date for the concert he donated at the November 2018 auction, so donors can be notified and put something on their calendars.

**Ticket Sales:** Sally reported that 20 individual tickets have been sold for the March 23, 2019 concert.

**Mailing List:** No report.

**Good Will Ambassador:** Brian will thank Liz Colburn for serving on the board.

**Strategic Planning:** Jean Lemmenes reported that she, Patrick, Pam W. and Jennifer had a Skype meeting with Kristin Armstrong (SCA) on Feb. 17. They addressed: How To Do Things Well and Make Things Grow. Another meeting at the Johnson Center, GVSU, is scheduled in 2 weeks. Pam P. needs something tangible for the MCACA grant application and Jean said she can have a timeline ready by the April 8 meeting. (see above/Grants)

**Advertising:** Carol Z. reported for Doug.

1. Jennifer is preparing a press release that will be sent to the Holland Sentinel with a photo to promote the March 23, 2019 concert.
2. There will be the usual 2-column color ad in the Sentinel for three days prior to the concert.
3. The Chorale is a Day Sponsor for WBLU/WBLV on March 20 (\$195), and a co-sponsor for the NY Philharmonic performance on the same station on March 15 (\$45).
4. Brad Richmond has agreed to be interviewed on radio stations prior to the concert. Doug will try to get these set up and needs suggestions of radio stations in addition to WHTC.

5. Brian and Jean have contacted area churches and they are working on a list of area church music directors. They requested information from Jennifer and Carol regarding PSA's for radio and TV and press release attachments. They requested a PSA for chorale members so they could get it to their church bulletins as well.

Meeting adjourned: 8:45 pm

Sally Zenas, Secretary

Next Concert: March 23, 2019, 7:30 pm, St. Francis Church, Holland

Next Meetings: Exec. Committee – March 18, 2019, 6:30 pm, Panera's, Holland

Board Meeting – April 8, 2019 – Budget Draft – 6:45 social time,

7:00 meeting, Links Clubhouse, Holland

Refreshments: Jennifer Brunk and Pam Pierson

**TO DO LIST 3/5/19 – DUE 4/8/19:**

**Patrick:** 60<sup>th</sup> Budget info to Julie by March 18

Contact Clarissa Wiebe – potential board member

Announce auditions for GNFS at first rehearsal in April. Have signup sheet.

Other radio stations to Doug so he can set up interviews with Brad

Review and edit attached spreadsheet with potential board member names

**Jennifer:** Send Patrick digital copy of this year's budget

Ask Marti Amon about Ron Deenik & Paul Lindemuth – potential board members

**Carol Z:** Send updated photo to Jennifer and Pam Pierson

Forward PSA to HC members

Brian and Jean also want materials for area churches

Use Tulip Time list of radio and TV connections for PSA

Add Pam P. as Facebook administrator

**Julie:** Follow up on insurance

Budget information for Exec. Meeting March 18, 2019

**Mihai:** Set date for auction concert

Contact Dee and John Howard - possible sponsorship or donation

**Que-Lan:** Your dentist – sponsorship or donation

Talk to Mihai about concert date. Note to those who paid for this.

**Jean:** Strategic planning notes and timeline to Pam P. – April 8 meeting

**Brian:** Send out PSA page to area churches

Thank Liz Colburn

Contact Bill or Michelle Bryson – potential board member

**Sally:** Job Descriptions to Carol for posting

Update bylaws for posting