

HOLLAND CHORALE
BOARD OF DIRECTORS MEETING
February 5, 2018
The Links Clubhouse

PRESENT: Pam Wells, Pam Pierson, Doug Wachter, Phil Konczyk, Ruth Hofmeyer, Jennifer Brunk, Carol Bechtel, Carol Zeh, Julie Anderson, Que-Lan Engels, Sally Zenas, Brian Carder, Mihai Craioveanou

ABSENT: Liz Colburn, Patrick Coyle

Carol B. called the meeting to order at 7:00 pm.

MINUTES JANUARY 8, 2018: Minutes approved unanimously.

EXECUTIVE COMMITTEE REPORT: Carol Bechtel presented the need for finding a new Board of Directors member to serve on the Artistic Committee, replacing Trent Broussard. Patrick is working on this. **Harassment Policy:** Carol sent a presidential update, including the Harassment Policy, to all Chorale members. Questions from members will be addressed at tomorrow's rehearsal. The purpose of having the policy is to have the Hollande Chorale be a comfortable and safe place for everyone.

OPERATIONS MANAGER REPORT: (See attachment.) Jennifer reported that she has spent lots of time on financial matters this month. She received a \$500 penalty from the State of Michigan, regarding June of 2016, which she has appealed. She averaged working 19 hr. per week the month of January and spent 10 hours on development. Jennifer and Mihai will be working together on concert sponsorships. Mihai has sent out letters to potential sponsors requesting \$7,000. Jennifer stressed the importance of improved donor communication. Mihai requested programs and inserts and Jennifer will get them to him.

TREASURER'S REPORT: Julie and Jennifer reported that Event Bee money from the Christmas Concert has come in. They will be working on a forecast for summer so that the cash flow is better than it has been in the past. Some income potential that could come in earlier would be to 1) sell ads earlier and 2) an early brochure would result in early season tickets and sponsors. Jennifer stressed that we have to get ahead of the game financially.

ANNOUNCEMENTS: Congratulations to Que-Lan's daughter, Sophia, for being the winner of this year's Norbert Mueller High School Competition and to both Pam Wells (GVSU) and Pam Pierson (MSVMA) for receiving Excellence in Teaching awards.

COMMITTEE REPORTS:

ARTISTIC COMMITTEE: In Patrick's absence, Carol reported that the Chorale is doing great on concert preparation. The orchestra schedule is requiring a date change for the dress rehearsal for the March concert. Carol told Patrick that the 2018-2019 season brochure must be ready for distribution early May. He assured her that next season's planning is well under way. He has themes and dates, but still needs

venues. Future plans for the 2019-2020 season brochure should be even earlier. (January or February 2019). All Board members expressed a willingness to help the Artistic Director where needed to meet these early target dates.

OPERATIONS COMMITTEE: Pam Wells is still tracking down a few people who have not paid their second semester dues.

INTERNSHIPS: Liz and Jennifer met. Liz has contacted some chair-people at Hope and is following up with GRCC and Grand Valley with hopes of finding students who could help with online marketing for the Holland Chorale. Patrick Cissler works for nonprofit alliances and is a resource who has helped HC in the past. Jennifer will touch base with him.

DEVELOPMENT COMMITTEE: Que-Lan wants to do a small capitol campaign, approaching potential donors and asking for larger contributions. Jennifer and Que-Lan plan to meet monthly and work on this together. Que-Lan has Board support to gather the committee she needs. Pam Wells is willing to serve on the development committee.

FINANCE COMMITTEE: It was determined that a Finance Committee is needed only at budget time.

ADVERTISING: Brian is finding it difficult to collect unpaid ads. He has two left. He proposed that advertisers pay as they commit in the future. Jennifer is doing some research on inserts and book costs for future concert printing plans.

INDIVIDUAL FUNDRAISING: Mihai reported that he has some leads and will be working with Jennifer on this.

COMMUNICATION AND MARKETING: Carol Z. has bookmarks and posters for the March concert ready for distribution. She mentioned the need for volunteers outside of Chorale members to distribute them. Jennifer is going to tomorrow's rehearsal to talk about distribution. The March concert is a collaborative effort with Opera Grand Rapids and Park Church. Soloists are being paid for by Opera Grand Rapids. Park Church is paying half of the cost for Grand Rapids Symphony members forming the orchestra. Carol Z. will contact Patrick for clarity on how to promote this event so it is in harmony with advertising done by Opera Grand Rapids and Park Church.

Phil will be using the same media strategy he used for promoting the Christmas Concert because it was so successful. Patrick is willing to do radio interviews. Blue Lake Radio is very enthused about promoting the Holland Chorale.

Grants: Pam Pierson reported that there is a Holland Charter Township grant ready to submit. She is looking into resources from Chorus America that gives grants in Michigan.

SPECIAL EVENTS: **1) GRAND NIGHT FOR SINGING – May 24, 2018 :** Carol B. reported that the Grand Night for Singing committee is meeting regularly. She asked for Board help to provide connections to corporations that might sponsor a table. She also asked board members to consider hosting a table. She stressed that this event is a wonderful opportunity for getting new people into the Chorale family. Mihai has volunteered to play his violin for this event. **2) FALL FUNDRAISER:** Que-Lan stated that they need a date and a venue for the event. She also needs a committee of at least three people. Initial plans are to have a raffle of items that could be used as Christmas gifts.

TICKETS: Sally reported that a total of nine tickets have been sold to date for the March concert. Pam will continue to have them available at rehearsals for chorale members. Jennifer will get tickets to her at tomorrow's rehearsal.

MAILING LIST: There was a discussion on how to grow the mailing list. Possibilities: 1) Have Chorale members submit names on their fall registration form. 2) Have a drawing for free tickets. Every person submitting 5 new names has a chance to win two tickets. 3) Have a Google Docs page where members could add names. 4) Let everyone know how to submit names and other contact information directly to Ruth Hofmeyer.

GOOD WILL AMBASSADOR: Brian asks that people send him names for Thank You Thursdays.

Meeting adjourned at 8:53 pm.

Sally Zenas, Secretary

NEXT EXECUTIVE COMMITTEE MEETING: Feb. 19 7:00 (to accommodate Carol's travel sched.) - 1273 Prestwick Dr.

NEXT BOD MEETING: March 5 – Social time 6:45, Meeting 7:00 – Links Clubhouse

SNACKS: Pam Wells and Brian Carder (Sally has a box of plates, cups and napkins.)