

## HOLLAND CHORALE BOARD OF DIRECTORS

APRIL 9, 2018

### LINKS CLUBHOUSE

PRESENT: Carol Bechtel (Pres.), Phil Konczyk, Brian Carder, Pam Wells, Pam Pierson, Mihai Craioveanu (Vice Pres.), Doug Wachter, Carol Zeh, Sally Zenas (Sec.). Staff: Patrick Coyle, Jennifer Brunk

ABSENT: Que-Lan Engels, Liz Colburn, Ruth Hofmeyer, Julie Anderson (Treas.)

GUEST: Jeff Peerboldt

CALL TO ORDER: President Carol Bechtel called the meeting to order at 7:05 pm.

MINUTES March 5, 2018: The March minutes were approved unanimously.

**NEW BOARD MEMBER:** Carol B. announced that Jean Lemmenes has agreed to serve on the Holland Chorale Board of Directors as board representative for the Artistic Committee. Jean currently sings in the Holland Chorale. She also teaches singing, guitar and piano. She will be replacing Trent Broussard. **A motion was made and seconded to welcome Jean Lemmenes to the board. Motion passed unanimously.**

**TREASURER'S REPORT:** In Julie's absence, Jennifer reported that the HC is in a better cash position than it has been for the last few months. This is due primarily to payment from the MCACA grant and concert sponsorships from the Prince Foundation and Amon family. She can now pay current bills in timely fashion. She stressed that we must focus on generating enough income to end the season in the black. That translates into having \$20,000 in the bank by the end of June to pay for startup expenses for the 2018-2019 season. The goal for ticket sales should go from the current 13% to 30% of the budget in future years.

#### **EXECUTIVE COMMITTEE:**

- **1. ECONOMIZING:** Closing present office and moving music

OFFICE SPACE/ MUSIC STORAGE: Jeff Peerboldt presented schematic diagrams of three possible music storage areas for rent in the Midtown basement. The largest space would cost \$60/mo. (\$720/year) and would accommodate the entire music library and furniture now housed in the second floor office. Current rent is \$475/mo. (\$5,700/year) which includes a small area in the basement for music storage. Jennifer is willing work from her home. Reducing rent payments from \$475/mo. to \$60/mo. would save \$4,980 annually. Midtown is happy to let us out of our lease, and volunteers are in place to do the moving. Additional shelving will not be needed.

Telephone: Moving the office from the present space at Midtown to Jennifer's home will necessitate a different telephone arrangement. Phil and Sally will have specifics to present at the May meeting.

Archival Materials: The Holland Museum already has a section for Holland Chorale archival materials and is willing to take more.

**A motion was made and seconded to terminate the current office lease and relocate the music library and furnishings to the basement of Midtown Center as soon as possible.**

**Motion passed unanimously.** Thanks to all who made this possible.

## **2. INNOVATING: Board Ownership Opportunities**

Carol B. issued a call to board members to being more pro-active in the ownership of finding concert sponsors. Jennifer has set up a Google Classroom and asked each board member to fill in a research worksheet for each business they choose from a list provided. This information will be used to determine how we might fit the need/find the right match for future sponsors. Sponsors are marketing. Jennifer was hired as Development Director to empower other people to bring in sponsors. We must find sponsors now, before the end of this fiscal year (June 2018), for the 2018-2019 concert season. Finding sponsors is a three step process: 1) Research stage, 2) Training session, 3) Doing the ask.

Another opportunity for board members to bring in revenue is through ad sales. Brian, Jennifer and Carol will have more information at the next meeting on how we move forward with increased ad sales. Sometimes it is easier to sell an ad than get a sponsorship from a business.

**OPERATIONS MANAGER'S REPORT:** Jennifer is looking at the bottom line and spending her time focusing on future development possibilities. No written report this month.

## **WORKING BOARD UPDATES:**

**Artistic Committee:** Patrick felt the March concert was musically very well done, with the Sunday performance being outstanding. The Saturday venue was challenging. Doing difficult classical music is always a stretch for everyone and he is proud of the fact that probably no other standalone choir in the area could have pulled off what the HC did. Updates for upcoming concerts: Tulip Time rehearsal has begun. There are no changes from last month's report regarding next season.

**Adventures in Harmony:** Pam Pierson will chair Adventures in Harmony 2018 and she reported that Pearl Shangkuan is a possible conductor. Pam will get a venue after the conductor is in place.

**Operations Committee:** Pam Wells reported that she is redoing a survey for Chorale members. A date for the singers' Annual Meeting is still needed. It will be after Tulip Time 2018.

**Development Committee:** Que-Lan absent. No report.

**Ad Sales Committee:** Brian is working on ads for the 2018-2019 season and would appreciate legwork from board members. Sally will help with this.

**Individual Fundraising:** Mihai is working on a connection with Herman Miller and forms are being gathered.

**Communications/Marketing:** There was good media coverage for the March concert. Jennifer feels that the Spring concert should have extra media promotion in the future because of its historically low attendance. The Christmas Concert sells itself. Carol Zeh is pushing events via email blasts and all present find them to be very effective.

**Grants:** Jennifer and Pam Pierson attended an all-day training session for MCACA grant applications. They are currently working on next year's MCACA grant application along with Liz Colbern. Pam Pierson stated that the Holland Chorale website needs to be updated soon. Liz is working on setting up an internship program for the Holland Chorale.

**Special Events:** Carol B. reported Grand Night for Singing plans are well in place. She called for full board participation (buy a table or Individual tickets for \$125). This event is the major fund raiser for the Chorale and Jennifer explained how a Matching Funds plan would bring in more money to cover the needed \$20,000 for the 2018-2019 season. The goal is 100% board participation to create a matching fund of \$7,500. This must be in place before the May 24 event. Additional money will come in from a well done ask at the end of the evening which Jennifer and Patrick will do. Invitations are ready and Patrick stated that the musical program is being prepared. Ruth Hofmeyer will take phone reservations for Grand Night for Singing.

**Tickets and Mailing List:** Total attendance for the March concert was 207. Masterwork Sacred Concerts have a history of lower attendance. Jennifer continues to grow the mailing list.

Meeting adjourned at 9:15 followed by members preparing Grand Night for Singing invitations for mailing.

Sally Zenas, Secretary

Next Concert: Monday May 7, 2018 – 7:00 pm – Saugatuck Center for the Ar

Next Exec. Com. Meeting: April 16, 2018 6:30, 1273 Prestwick

Next Board Meeting: May 14 (Social time 6:45, Meeting 7:00) Links Clubhouse

Refreshments: Mihai and Phil

