

Board of Directors

Holland Chorale

Monday June 4, 2018

Links Clubhouse

PRESENT: Carol Bechtel, President; Pam Wells, President Elect; Ruth Hofmeyer, Pam Pierson, Brian Carder, Julie Anderson, Treasurer; Jennifer Brunk, Operations Manager/Staff; Carol Zeh, Sally Zenas, Secretary; Mihai Craioveanu, Vice President; Jean Lemmenes, Que Lan Engels

ABSENT: Phil Konczyk, Doug Wachter, Liz Colburn, Patrick Coyle, Artistic Director

CALL TO ORDER: Meeting called to order at 7:03 by president, Carol Bechtel. Carol thanked Ruth Hofmeyer for serving 2 consecutive 3-year terms on the Holland Chorale Board. Ruth is no longer eligible to be a board member, but will continue to serve as a dedicated volunteer.

MINUTES: A motion was made and seconded to approve the minutes of the MAY 14, 2018 BOD meeting. Motion passed unanimously.

ADDITIONS TO AGENDA: None

**EXECUTIVE COMMITTEE REPORT:**

1. **Meeting Dates 2018 – 2019:** A tentative calendar for the 2018-2019 meeting dates was handed out. We are leaning toward having BOD meetings the 2<sup>nd</sup> Monday of each month pending approval from Liz, Patrick, Doug and Phil. The planned Executive Committee meetings remain the same as scheduled. The finalized schedule will be sent to board members and posted on the website.

2. **Staff end-of-year interviews:** Carol B. views this as her last duty at President. She will review the year with both Jennifer and Patrick. She stressed the importance of this being done annually.

3. **Prioritizing for Next Year:** 1) The HC needs a strategic plan for the future. 2) Follow-up guidelines for the Harassment Policy are still needed. Carol B. will continue to work on this. 3) Accessibility must be addressed (loop availability, printed lyrics, accessible venues, etc.). 4) We must address "What has been our impact on the community of Holland?" for grant writing purposes. 5) We must address "What are our efforts in terms of education and outreach besides Adventures in Harmony?" for grant writing purposes.

**TREASURER'S REPORT/BUDGET:** Julie presented a proposed budget for the 2018-2019 fiscal year and stressed that we must keep expenses in check, with the goal of building a cushion of 25-30% in the future. A motion was made and seconded to approve the budget pending changes made at the meeting. Motion passed unanimously. The final copy will be sent to all board members by Julie, and posted on the website.

**OPERATIONS MANAGER'S REPORT:** Jennifer reported that the move out of the Midtown Center office is complete. The telephone transfer to Line 2 is in process. The wrap-up for GNFS is tomorrow night. She feels GNFS should be an annual event and said, "When an event is working, keep it going". Her complete report will be posted on the website and reflects her dedication and guidance in making the move from Midtown, Grand Night for Singing, the MCACA grant application submission and Tulip Time concert all extremely successful. Thank you, Jennifer!

## **WORKING BOARD UPDATES:**

**Artistic Committee:** No Report

**Operations Committee:** Pam W has sent out a survey to singers and 27 people have responded. She will do follow up. Having this survey out at the end of the season should make next fall much easier in that only new people will need to be added. A new Operations Committee Chair is needed. Pam W. would like names from board members for potential committee members. She will try to find a Chair and committee members. Currently the committee consists of Norma Ashby, Ruth Sill and Pam Wells. It was noted that all singers must sign the Harassment Policy in the fall.

**Development Committee:** Que-Lan has a venue for the Fall Fundraiser. She is putting together a plan for different committees and wants to meet people that sing in the chorale. Brian suggested that Que-Lan contact Norma Ashby for names. Mihai will coordinate a meeting with Que-Lan and Lee Bosco. Que-Lan announced that Bob Johnson from Hope College is willing to meet with the BOD and share strategies for soliciting donations.

**Ad Sales:** Brian picked up a few ads from GNFS and he has one renewal. Currently a lesser number of ads have been sold than in the past. This may be due in part to the policy change that no ads will be printed without being paid for in advance. Singers will be contacted about helping to sell ads.

**Individual Fundraising:** Mihai announced that Lee Bosco is willing to serve as co-Chair for the Fall Fundraiser.

**Communications/Marketing:** Carol Z. plans to mail brochures to the full mailing list by the end of June. The brochures, tickets and website are ready for the 2018 -2019 season. She plans to do an email blast before Father's Day. She will print bookmarks for community-wide distribution. Carol Z. needs help with marketing, press releases in particular, in Phil's absence. Carol B. will contact Doug with hopes that he can help with this. Operations Manager Report for April, Patrick's Sabbatical Proposal and April Financials need to be sent to Carol Z. for posting on the website board only page.

**Grants:** Pam reported that the MCACA Grant application has been submitted and was a collaborative effort with Carol Z, Jennifer, Phil, Liz, Carol B., Karen Bylsma and Patrick all gathering and editing information for her. She stated that one person cannot do it alone. A motion was made and seconded to approve the submission of the MCACA grant application. The motion was approved unanimously. Pam P. will tell them that we have voted. Narratives will be posted on the website. Thank you to all who made this happen, especially Pam Pierson!

### **Special Events:**

1. Grand Night for Singing 2018: Net profits are \$22,671! This is a 57% increase over last year. Board members felt it was done exceptionally well and a huge success. A committee wrap- up meeting will be this week. The board members expressed huge thanks to Carol Bechtel, Liz Colburn, Janet Morrow, Jennifer, Patrick, Phyllis and the singers for all their hard work to make such an enjoyable, memorable and profitable evening!
2. Fall Fundraiser: See Que-Lan's report under Development Committee above. A Date needs to be set.

**Ticket Manager and Mailing List:** Sally will serve as both Ticketing and Mailing List Coordinator and Ruth (no longer on the board) has agreed to be her volunteer committee/assistant. This translates into them working together, exactly as they have in the past, to cover the ticketing and mailing list needs for the organization.

**Good Will Ambassador:** Carol B. will get GNFS names of people to be thanked to Brian. Jennifer will have thank you letters ready for signing at the GNFS wrap-up committee meeting to be held this week.

**Organizational Health:** No Report.

**Sponsorship Team Chair and Committee Member:** Unfilled position/no report.

**Facilities Coordinator:** Unfilled position/no report.

Meeting adjourned at 8:55 pm. Thank you to Carol Bechtel for your many hours of dedicated leadership this past year. You stepped in and served as President during a year of many challenges and changes, and you did it with gentleness, integrity and grace. Merci beaucoup!

Sally Zenas, Secretary

NEXT EXECUTIVE COMMITTEE MEETING: June 18 – 1273 Prestwick – 6:30

NEXT BOARD MEETING: Monday July 16 - Links Clubhouse – Social Time 6:45, Meeting 7:00

SNACKS: Carol Z. & Pam P.

