

HOLLAND CHORALE BOARD OF DIRECTORS

JULY 16, 2018

LINKS CLUBHOUSE

PRESENT: Carol Zeh, Sally Zenas, Pam Pierson, Pam Wells, Jen Ritsema, Jennifer Brunk (Staff), Patrick Coyle (Staff), Brian Carder, Jean Lemmenes, Carol Bechtel

ABSENT: Mihai Craioveanu, Que-Lan Engels, Liz Colburn, Julie Anderson, Doug Wachter, Phil Konczyk

CALL TO ORDER: President Pam Wells called the meeting to order at 7:00 pm. She introduced and welcomed Jen Ritsema. Jen is a Chorale member and will serve as Operations Committee Chair.

MINUTES: A motion was made and seconded to accept the JUNE 4, 2018 minutes. Motion approved unanimously.

**EXECUTIVE COMMITTEE REPORT:**

**-Meeting dates 2018/2019:** The meeting dates for the Board of Directors and Executive Committee have been posted on the board only website.

**- Staff year-end interviews and contracts:** Carol Bechtel met with both Patrick Coyle and Jennifer Brunk in July to review their contracts for the coming year. In the future the new contracts must be signed annually by June 1. A motion was made and seconded to authorize the Executive Committee to review and approve the 2018 – 2019 contracts for Jennifer Brunk, Operations Manager and Patrick Coyle, Artistic Director before the fall season begins. Motion passed unanimously.

**-Budget Change:** When the 2018-2019 budget was approved, Jennifer's development work was overlooked. A donor gift funded the first three months of her serving as Development Director. Her contract was not reviewed at the end of that 3 month period and she continued doing development work for the rest of the season. If we want Jennifer to continue doing this, it must be reflected in the budget. Jennifer stressed the importance of monitoring hours and contracts. Empowering board members to do as much as possible in this area will result in major cost savings for the organization. Jennifer's return on development investment was more than 2x what was paid to her. (See more details under the Treasurer's Report.)

**-Strategic Plan for 2018- 2019:** Jean Lemmenes and Pam Wells will work on Goal Setting for the upcoming years. The Vision and Mission Statements need to be revisited with input from singers. Patrick will connect Pam and Jean with Kristin Armstrong from the SCA for help with this. A Business meeting with members will be part of the 2019 Winter Conference.

**-Publicity for Concerts:** Phil is working on a document containing media contact information which he will pass on to Doug Wachter who has agreed to do media promotions/publicity for 2018-2019.

**-Other:** A flow chart and timeline for Chorale responsibilities is needed. Phil, in his role on the working board, would be an appropriate person to be involved in creating this document.

**-Collaboration with HSO:** To celebrate the 60<sup>th</sup> anniversary of the Holland Chorale and 30<sup>th</sup> anniversary of the HSO, a joint concert of Beethoven's 9<sup>th</sup> Symphony will be held April 18,2020.

**-New Board Member:** It was agreed that a new at-large board member should be appointed to replace Ruth Hofmeyer. Suggested skills that would benefit the board were: 1) Lawyer, 2) someone connected to a business that is committed to the Holland community, 3) someone who can do social media, 4) person with Fund Development abilities, 5) governance person to cultivate new board members. Board members were asked submit names for consideration to Pam Wells, president.

**TREASURER'S REPORT.** In Julie's absence, Jennifer reported that the HC the 2017-2018 budget reflects a \$1,000 loss with no cash reserve. There is currently \$13,000 in check book. Cash flow is not ideal and, if all of the pieces come in, we'll be OK for the summer. Jennifer stressed that the approved yearly budget is a serious thing. To assure no budget deficit in 2018-2019, Julie proposed amending the budget to reflect a \$7,000 expense to pay for Development Director contracted fees, an additional \$14,000 income from underwriting and an additional \$800 expense for Adventures in Harmony meals (Net Income – \$13,900 Revised Budget). A motion was made and seconded to approve the changes proposed by Julie. Motion passed unanimously. The 2018-2019 Budget is now final and will be posted on the board only website page.

**OPERATIONS MANAGER'S REPORT:** Jennifer reported that she worked an averaged 10 hrs. in June and July will be less. She will begin soliciting underwriters soon and is working on a timeline.

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

**-Artistic Committee:** Patrick reported that: 1) Music is ordered for Adventures In Harmony 2018. 2) An Artistic Committee meeting is scheduled for Aug.5. 3) The Fall and Holiday schedule is finalized. The Winter/Spring draft is in process based on his sabbatical. 4) He has a possible guest conductor to cover during his 3 month sabbatical beginning January 2019. 5) Patrick will be at the first rehearsal in January 2019 and will introduce the guest conductor. 6)Auditions are scheduled for Aug. 19 by appointment. 7) Patrick will host a Fundraiser at his home Aug. 24 which will be a catered Sound of Music Sing Along. 8) There were strongly positive responses from the Tulip Time People this year and it was a nice partnership with SCA, Tulip Time and HC. 9) Tulip Time 2019 will be May 6 with a nature theme and live artists .10) Several members of HSO will be part of the 2018 Christmas program.

**-Operations Committee:** Jen Ritsema reported that the 2018/2019 Kick-off party is scheduled for September 4 at the home of Norma and Bill Ashby. Survey results are being reviewed. Next auditions Aug. 19. Every member is required to sign the Harassment Policy beginning this year. She is trying to grow the Operations Committee.

**-Ad Sales and Development:** Brian is working on ad sales. Patrick will contact realtors.

**-Individual Fundraising:** No report.

**-Communications/Marketing:** Carol is working on bookmarks and Email blasts for auditions and concerts.

**-Grants:** Pam Pierson reported that Park Township has approved a \$1,000 grant for Adventures in Harmony 2018. She has submitted the necessary forms from Herman Miller requesting \$3,500 in grant money for Adventures In Harmony 2018. The MCACA review will be available live Wed. Aug. 8. Adventures In Harmony 2018 is on track.

**-Fall Fundraiser:** Que Lan sent a written report that all is going well. The theme will be *Peace, Love and Music!*, and the event will be held at the Yacht Basin Marina Conference Center Ballroom Nov. 3, 6-9

pm. Lee Bosco has agreed to serve as MC. Subcommittees are in place. The budget will be finalized by end of summer and auction items are needed.

**-Ticket Report:** Very few season tickets have been sold for the coming season.

**-Organizational Health:** No report.

Meeting adjourned at 9:10 pm.

Sally Zenas, Secretary

Next Meeting: September 10, 2018 Links Clubhouse 7:00, Refreshments (6:45): Pam Wells & Jean Lemmenes