

HOLLAND CHORALE  
BOARD OF DIRECTORS MEETING  
September 10, 2018  
Links Clubhouse

PRESENT: Pam Wells, Pam Pierson, Doug Wachter, Jen Ritsema, Jean Lemmenes, Sally Zenas, Carol Bechtel, Julie Anderson, Phil Konczyk, Carol Zeh. STAFF: Jennifer Brunk, Patrick Coyle

ABSENT: Mihai Craioveanu, Que-Lan Engels, Brian Carder

**CALL TO ORDER:** The meeting was called to order at 7:05 pm by Pam Wells, President.

**MINUTES:** A motion was made and seconded to approve the previously corrected July 16, 2018 minutes. Motion approved unanimously.

**ADDITIONS TO AGENDA:** Carol Bechtel announced that she is the new Executive Director of the New American Waldensian Society. Pam Wells now has a new position at Grand Valley State University. She is now the Associate Vice President and University Registrar. Congratulations to both!

**EXECUTIVE COMMITTEE REPORT:**

1. **STAFF CONTRACTS:** Carol Bechtel met with both Patrick Coyle and Jennifer Brunk for their year-end staff review. Their new contracts for 2018 – 2019 are updated and signed, including one for Brad Richmond, who will fill in during Patrick's three month Sabbatical leave in 2019.
2. **STRATEGIC PLANNING:** Next year board members will be asked write a short job description which will be kept on file. Phil Konczyk, Jennifer Brunk, Jean Lemmenes and Pam Wells will present strategic planning goals at an upcoming the October meeting. Jennifer will send the old strategic plan to Phil.
3. **HOLLAND PERFORMING ARTS CENTER:** Patrick and Pam Wells attended an inaugural meeting with representatives from all Holland performing arts groups to explore the possibility of a new Community Performing Arts Center. They have asked for a representative from the Holland Chorale to serve on this committee. Jen Ritsema will make appeal for a volunteer at Chorale rehearsal tomorrow.
4. **BYLAW CHANGE:** A motion was made and seconded to change ARTICLE VI Section 6.2 Executive Committee a. Membership to: **The Executive Committee shall consist of five members: the Past President, President, Vice President, Treasurer and Secretary.** Motion passed unanimously.
5. **TIMELINE:** A physical timeline in the form of a paper calendar is in process for the 2018-2019 fiscal year. Jennifer Brunk is the calendar keeper and will use the fall semester to contact individuals for specific input. After the basics are in place, information will be transferred to a computerized shared format.

6. **PRINTED PROGRAM CHANGES FOR 2018-2019:** Carol Zeh is working with Holland Litho. The outer pages of the program that contain information that doesn't change, will be the same for all concerts. The inner pages that contain concert specific information, will be updated for each concert. The goal is to eliminate inserts and have fewer leftover programs at the end of the year.
7. **60<sup>th</sup> ANNIVERSARY SEASON 2020:** Patrick suggested that there be a Free Community Celebration and he, as Artistic Director, will select and chair a committee to organize this [and possibly other events to mark the anniversary.](#)
8. **HOLIDAY CAROLERS:** Jennifer is getting requests for 2018 Holiday Carolers now. In the past, getting people to sing was not problem. However, getting a coordinator was a problem. This will be addressed with Chorale members at the Fall Conference.
9. **BOARD MEMBERS:** Pam Wells will contact Jane Hofmeyer (Attorney) before the October meeting to see if she is willing to serve on the Holland Chorale Board. Other names mentioned were: Hans Mulder and Madeline Lane. Liz Colburn's first term has expired. She is willing to serve a second term but has a time conflict. Some meetings have been scheduled on different dates to accommodate this. Carol B. will ask Liz to serve another term.

**TREASURER'S REPORT:** Julie Anderson explained the current financial reports which are posted on the "Board Only" section of the Chorale website. She reported that we are on track and in a better place financially than we were a year ago.

**OPERATIONS MANAGER'S REPORT:** Jennifer Brunk reported a somewhat slow summer as expected, and now activity is picking up. An overall review of our insurance policy is being done. Her full report is posted on the website.

**WORKING BOARD UPDATES:**

**-ARTISTIC COMMITTEE** (Patrick Coyle, Chair.): See posted report. Nothing has changed since that was written.

**-OPERATIONS COMMITTEE** (Jen Ritsema, Chair.): Jen is working on surveys. Jennifer Brunk is helping Jen collect dues via credit card for the first time this year.

**-AD SALES CHAIR AND DEVELOPMENT COMMITTEE MEMBER** (Brian Carder): Carol Zeh reported for Brian that he is working on program ads with Jennifer and Karen Bylsma. Sept. 20 is the deadline for printed program ads. Carol Zeh passed out bookmarks for the current season.

**-INDIVIDUAL FUNDRAISING COORDINATOR AND DEVELOPMENT COMMITTEE MEMBER** (Mihai Craioveanu): No report.

**-COMMUNICATIONS** (name needed?) No **Report.**

**-GRANTS** (Pam Pierson): Pam P. reported that the MCACA awards will be announced tomorrow. The review panel was impressed with Adventures in Harmony, commented that the Holland Chorale had no strong Facebook presence and stressed the importance of social media outreach and websites. They were very cognizant of the quality of board members and

**Commented [PW1]:** I'm not sure we have someone for this.

commented favorably on the availability of free tickets for students. (NOTE: On 9/11/18 the Holland Chorale was notified that our score was 90 points and the award amount for 2018-2019 is \$16,250.)

**-ADVENTURES IN HARMONY** (Pam Pierson): On October 3, 2018 more than 200 female area high school students are expected to participate in a full day workshop at Zeeland East High School. The event will end with a free concert at 7:00 pm. Guest performers will be Lady Oak (ensemble from Grand Rapids Women's Chorus), Holland Chorale Women, Kaylyn Hydenberg, West Michigan Opera Project and possibly the Grand Rapids Women's Chorus. Hopefully, the event will be videotaped. Norma Ashby is coordinating volunteers to assist with the event.

**-SPECIAL EVENTS:**

1. Grand Night for Singing (Carol Bechtel, Chair.): No report.

2. Fall Fundraiser (Que-Lan Engels, Chair.): Carol Zeh reported for Que-Lan. The committee has been working and auction items are needed for the November 3 event.

**-TICKET MANAGERS** (Ruth Hofmeyer & Sally Zenas): No report,

**-MAILING LIST MANAGERS** (Ruth Hofmeyer & Sally Zenas): No report.

**-GOOD WILL AMBASSADOR** (Brian Carder): No report.

**-ORGANIZATIONAL HEALTH** (Phil Konczyk): Phil will give a presentation ~~an upcoming~~ ~~the October~~ meeting on how we go forward with future planning. ~~Jean, Patrick, Jennifer, Pam and Phil will form a committee to address this.~~

**-PUBLICITY** (Doug Wachter): Phil will share information with Doug before the October meeting. Notification to the media should be done 6 wks. prior to each concert.

**-SPONSORSHIP TEAM CHAIR & DEVELOPMENT COMMITTEE MEMBER:** Still needed.

**-FACILITIES COORDINATOR:** Still needed.

**OTHER:**

1. Patrick announced that Gold Company from Western MI University will perform at Park Church Thursday September 20 and tickets are available.
2. Phil presented a token gift of appreciation to Carol Bechtel for her Presidential leadership last year.

Meeting adjourned at 8:30 pm.

Sally Zenas, Secretary

**NEXT MEETINGS:** Executive Committee – Monday Sept. ~~1724~~ – ~~65~~:30 pm - Panera's

Board of Directors –Monday October 1 – 7:00 pm - Links Clubhouse  
(Social Time 6:45 – 7:00)

REFRESHMENTS: Doug Wachter & Carol Bechtel