

HOLLAND COMMUNITY CHORALE BOARD OF DIRECTORS MEETING

JANUARY 7, 2019

THE LINKS CLUBHOUSE

PRESENT: Pam Wells (President), Sally Zenas (Secretary), Julie Anderson (Treasurer), Jennifer Brunk (Operations Manager), Carol Zeh, Que Lan Engels, Mihai Craioveanu (Vice President), Patrick Coyle (Artistic Director), Jen Ritsema, Brian Carder.

ABSENT: Jean Lemmenes, Pam Pierson, Carol Bechtel (Past President), Doug Wachter,

CALL TO ORDER: 7:05

MINUTES DECEMBER 10, 2018: Motion made and seconded to accept the minutes. Motion passed unanimously.

ADDITIONS TO THE AGENDA: Holiday Concert Discussion

EXECUTIVE COMMITTEE REPORT:

1. **New Board Members & Recruitment Committee Discussion:** As we continue on the path toward becoming a fully functional Working Board, discussion involved matching interests and skill-sets of future board members with areas of responsibility. Since some important positions do not require being on the board, the following contacts will be made before the February meeting. We will continue to discern the best way to move forward, engaging more community members and filling open board positions.
 - A. Jennifer Brunk will ask Ruth Hofmeyer to compile a history of past board members.
 - B. Pam Wells will meet with Alena Howard to discuss the possibility of her shadowing Carol Bechtel, Grand Night for Singing Chair, this year with hopes of her stepping into this position in 2020.
 - B. Jen Ritsema and Pam Wells will will meet with Ann Query and learn more about her interests.
 - C. Sally Zenas will meet with Terri Borgman to see if she will consider being a board member in the future.
 - D. Que-Lan will meet with Jennifer Wolfe.
 - E. Brian Carder will meet with Becky Bruns.
 - F. Patrick Coyle will talk with Clarissa Wiebe.

There are currently three vacancies on the board. We need to replace departing members: 1) Phil Konczyk, 2) Liz Colburn, and 3) Ruth Hofmeyer. Jobs for the new

board members could involve grant writing, Grand Night for Singing, Fall Fundraiser, Development, Publicity, and Marketing (see below for details).

Pam Pierson needs help with present grant writing as well as someone to be trained by her to carry this important source of funding into the future. Que-Lan and Carol Bechtel currently chair two important fund-raising events and continuity of their positions needs to be in place. Carol Zeh needs help with publicity and marketing. More pre-concert media coverage is essential to build our audience. A small committee consisting of board members, singers, and possibly a community member, should be formed to address identifying and getting to know potential board candidates. This committee will meet only 3 times/year. Currently Jennifer Brunk is the only person working on sponsorships. Jennifer needs help with this and other development aspects of the organization.

2. **Volunteer Job Descriptions Update & Thank You Discussion:** Job descriptions are still needed for 1) Grand Night for Singing Chair (Carol Bechtel), Joel Duek, Strategic Planning (Jean Lemmenes), Fall Fundraiser Chair (Que Lan). Please submit them to Sally Zenas, Secretary.
3. **Bylaws Review:** Will be addressed at the February 2019 meeting.
4. **Harassment Resolution Process Discussion:** Pam Wells will send updated copies to board members so action can be taken at the February 2019 meeting.
5. **Annual Meeting Agenda and Discussion:** Pam Wells will send email to singers reminding them of the meeting scheduled for January 22, and Patrick will put it on the calendar. The agenda is in place and Que Lan and Sally will provide refreshments. Brian will write notes of appreciation, including two complimentary tickets to the Spring Concert, to chorale members who do the essential and time-consuming tasks that keep the Chorale running smoothly. These notes will be presented at the Annual Meeting.

TREASURER'S REPORT: Julie pointed out that we are at the half-way point in the budget year. There is \$23,000 in the checking account and expenses are favorable even though revenue is lower than anticipated. The chorale is in a much better financial position than it was last year. Form 990 is almost done. She has not received the requested information from the insurance agent regarding Director and Officer insurance. Julie will attend the annual meeting and has prepared graphs to familiarize members with the financial side of the Holland Chorale.

OPERATIONS MANAGER'S REPORT: Jennifer Brunk handed out a detailed report of her work in December. She worked an average of 15 hours/wk. as Operations Manager, and an additional 10 hours was devoted to Development which resulted in a \$5,000 sponsorship from Jack Miller for the Holiday Concert.

HOLIDAY CONCERT 2018: Discussion about attendance being lower than last year (see Ticket Sales Report below) led to the following conclusions: 1) Collaboration with large ensembles

increases sales. 2) More media presence is needed to promote concerts. A discussion about better promotion of concerts and marketing resulted in Mihai volunteering to see if a Hope student is available to help with this.

WORKING BOARD UPDATES:

ARTISTIC COMMITTEE: Patrick handed out a detailed report addressing the Spring Concert 2019 including the program, communication during his sabbatical, 60th Anniversary update, and West Michigan Symphony invitation to participate in their 80th Anniversary celebration to be June 5, 2020. He presented a rough draft of the 2019-2020 season. He has things well in place for his three months away, and will keep in touch with Jennifer, Pam and Brad. January auditions added 10 new members for the coming season. The plan for the Fall Concert 2019, which will mark the beginning of the 60th Anniversary year for the Holland Community Chorale, is for it to be a free gift to the community. The 60th Anniversary Planning Committee is in place and will handle the non-musical aspects for this event. If a mayoral proclamation is desired, Mihai has agreed to make the necessary arrangements. Board members expressed a preference for Sunday afternoon performances rather than Saturday afternoon. Plans are coming together to include all five directors in the March 2020 Spring Concert. The Season Finale with the Holland Symphony Orchestra is scheduled for April 18, 2020. Because of these Spring events, the Chorale will probably not participate in Tulip Time 2020.

OPERATIONS COMMITTEE: No report. (Jen R. will bring recommendations for bylaw updates, p. 8 Section 6.3, to February board meeting.)

ADVENTURES IN HARMONY: No report

AD SALES: No report

INDIVIDUAL FUNDRAISING: No report

COMMUNICATIONS/MARKETING: Carol Zeh reported that posters are ordered for the Spring concert.

GRANTS: No report.

SPECIAL EVENTS:

Grand Night for Singing: No report.

Fall Fundraiser: Que-Lan Engels announced that it will be Nov. 2 2019 at the same venue as 2018 (Yacht Basin Marina). Thank you notes have not been sent to 2018 auction donors.

TICKET SALES REPORT: Sally reported that 367 people attended the 2018 Holiday Concert. In 2017 the number of attendees was 483.

MAILING LIST UPDATE: No report.

GOOD WILL AMBASSADOR: Brian will be taking care of notes for the Annual Meeting and following up on 2018 auction donor thank you notes.

STRATEGIC PLANNING: No report.

ADVERTISING: No report.

Meeting adjourned at 8:45 pm.

Sally Zenas, Secretary

Next Concert: Spring Concert, Saturday, March 23, 2019 – 7:00 pm – St. Francis Church, Holland

Next Meetings:

Annual Meeting: January 22, 2019, First Reformed Church Lower Level, 6:30 – 7:30 pm.
Refreshments: Que-Lan Engels and Sally Zenas

Executive Committee: January 28, 2019 – 6:30 – Panera West Shore Dr., Holland

Board Meeting: February 11, 2019 (6:45 Social time, 7:00 Meeting start), Links Clubhouse

Refreshments: Carol Zeh and Brian Carder

To Do List before February meeting:

Jennifer: Ask Ruth Hofmeyer to compile history of past board members. Thank auction donors.

Patrick: Put Annual Meeting on calendar. Talk to Clarissa Wiebe.

Pam W.: Meet with Jen and Ann Query. Send Annual Meeting email to singers. Send updated Harassment Resolution Process to board members.

Jen: Meet with Pam W. and Ann Query. Bylaw update p. 8.

Que-Lan: Meet with Jennifer Wolfe. Refreshments for Annual Meeting. Job description Fall Fundraiser Chair.

Brian: Meet with Becky Bruns. Thank you notes for Annual Meeting. Thank you notes to auction donors. Has Yacht Basin Marina been thanked? Still need job description from Joel.

Mihai: See if a Hope student is available to help with concert promotion and marketing.

Carol B.: Submit job description for Grand Night for Singing Chair.

Jean Lemmenes: Submit job description for your position on the board.

Julie: Bring graphs to Annual Meeting.

Sally: Refreshments Annual Meeting. Meet with Terri Borgman.

Carol Z.: Think about a Family Fare receipt tabulating get together.