

HOLLAND COMMUNITY CHORALE

BOARD OF DIRECTORS MEETING

APRIL 8, 2019

LINKS CLUBHOUSE

PRESENT: Pam Wells, Sally Zenas, Pam Pierson, Carol Zeh, Brian Carder, Jennifer Brunk, Jen Ritsema

ABSENT: Patrick Coyle, Julie Anderson, Que-Lan Engels, Carol Bechtel, Doug Wachter, Mihai Craioveanu, Jean Lemmenes

CALL TO ORDER: President Pam Wells called the meeting to order at 7:04 pm.

MINUTES: Motion made and seconded to approve the March 4, 2019 minutes. Motion passed unanimously.

ADDITIONS TO AGENDA: Due to unexpected medical issues, Patrick was unable to return to Michigan in early April as planned. He has made arrangements for Brad Richmond to conduct April rehearsals and the Tulip Time concert in his absence. This will incur no additional cost to the Holland Chorale because Patrick's salary is being split between him and Brad. A signed agreement with Brad is on file with Jennifer Brunk.

TO DO LIST – MARCH:

- ~~Artistic director 60th anniversary budget to Julie by March 18, 2019~~
- Patrick contact Clarissa Wiebe, potential board member
- ~~Announce auditions for GNFS and have signup sheet~~
- Names of radio stations to Doug for interviews and March concert promotion
- ~~Review and edit attached spreadsheet with potential names~~
- ~~Digital copy of last year's budget to Patrick~~
- ~~Contact Marti Amon about Ron Deenik and Paul Lindemuth (potential board members)~~
- Send updated photo of chorale to Jennifer and Pam Pierson
- ~~Forward PSA to HC members~~
- ~~Forward materials to Brian and Jen for area churches~~
- Use Tulip Time list of radio and TV connections for PSA
- Add Pam P. as Facebook administrator
- Insurance follow up (Treasurer)
- ~~Budget information for Exec. Meeting March 18~~
- ~~Set date for auction concert~~
- Contact Dee and John Howard – possible sponsorship or donation
- Dentist sponsorship or donation (Que-Lan)
- Strategic planning notes and timeline to Pam P. by April 8 meeting. (In progress.)
- ~~Send out PSA page to area churches~~

- ~~Thank Liz Colburn~~
- Contact Bill or Michelle Bryson – potential board member
- ~~Job descriptions to Carol for posting~~
- Update bylaws for posting. When they are posted they should be available for the public.

EXECUTIVE COMMITTEE REPORT:

New board members & recruitment committee discussion and reports: Marti Amon and Pam Wells will arrange a meeting with Paul Lindemuth. Jennifer and Pam Pierson will arrange a meeting with Al McGehan. Carol B. will contact Hans Mulder.

Arrangement with Patrick and Brad Richmond: Jennifer is taking care of revised contracts through April due to unexpected medical issues.

Job Descriptions Update: They are posted on the website. One is still needed from Pam Pierson on grant writing procedures.

Annual Meeting reminder: The annual meeting will be April 16 from 6:30 – 7:30, prior to rehearsal. Que-Lan and Sally will provide refreshments and Julie will present financial information. Skype auditions for Grand Night for Singing with Patrick and Nicholas Loren will be sandwiched in before and after the meeting.

Change of meeting dates: The April Executive Committee meeting is rescheduled to Sunday April 28, 2:00 pm, Panera's. The May Board of Directors Meeting will be May 13.

TREASURER'S REPORT (Jennifer Brunk reporting for Julie): Julie sent printed reports which are posted. The current check book balance is \$25,508. Julie will present financial information for the singers at the annual meeting. Jennifer and Patrick were hoping to work together on concert sponsorships for next year but Patrick's absence is putting a damper on pursuing this right now. The board will finalize the budget at the May meeting.

OPERATIONS MANAGER'S REPORT: Jennifer reported on several productive meetings: 1) She met with the Holland Museum Executive Director and they discussed how to partner in promoting the 60th anniversary next season. There will be a Holland Chorale exhibit at the museum in the main lobby during the Holidays and the Dickens Carolers will perform. Margie Amon has agreed to being the contact person for this. 2) Jennifer met with Cal Langejans. He and Yvonne have agreed to being honorary chairs for the Grand Night for Singing fundraiser in May. 3) Jennifer wants to contact people who do the downtown banners. She would like to see banners promoting the anniversaries of the three celebrating Arts organizations (Civic Theater, HSO and HC) next year. 4) She met with the West Coast Chamber of Commerce. Membership costs about \$400/year, requires involvement of members and attendance at monthly meetings. A PR person from the chorale is needed to serve as our representative. Board members present agreed that we should become members of this organization. Pam W. will bring this up at the Annual Meeting.

WORKING BOARD UPDATES:

Artistic Committee (Patrick Coyle, Chair): No report.

60th Season Planning Committee (Patrick Coyle, Chair): No report.

Operations Committee (Jen Ritsema, Chair): Jen will take care of making arrangements for the Year-End party.

Adventures in Harmony (Pam Pierson): Asked for people interested in volunteering at the State Choral Festival May 3,6,7. Pam W. will pass around a signup sheet at the Annual Meeting requesting volunteers. Pam P. Is getting ready to contact the director about literature for Adventures in Harmony.

Ad Sales: (Brian Carder): No report.

Individual Fundraising (Mihai Craioveanu): The date for Mihai's concert for donors is April 29, 7:30 pm at the Jack Miller Performing Arts Center, Hope College.

Communications/Marketing (Carol Zeh): Carol needs information from Patrick for the season brochure. She also needs the 60th anniversary logo and Crossroads artwork. Carol will contact Patrick and try to schedule a Skype meeting with him, Pam W., Jennifer and herself on April 12 or 15.

Grants (Pam Pierson): Pam is getting ready to start working on the MCACA grant. She expressed a need for two or three people to read the narrative. The following names were suggested: Liz Colburn, Pam Wells, Kyle Bohlken.

Special Events:

Grand Night for Singing (Jennifer for Carol Bechtel): Committee is meeting regularly and invitations have been mailed.

Fall Fundraiser (Que-Lan Engels): No report.

Ticket Manager (Sally Zenas & Ruth Hofmeyer): 2019 March concert attendance – 228; 2018 March concert attendance – 207.

Mailing List (Sally Zenas and Ruth Hofmeyer): No report.

Good Will Ambassador (Brian Carder): Verbally thanked Liz Colburn for serving on the board.

Strategic Planning (Pam Wells reporting for Jean Lemmenes): Pam W., Jean, Patrick (phone) and Jennifer met with Tamara Spicer of the Johnson Center on March 27. A proposal for a strategic framework was presented. Nothing has been done with it to date. The cost (\$14,500) is more than we can afford at this time and grant money does not seem to be available. It was agreed that we do need someone from the outside to look at things with fresh eyes. It was suggested that we contact LAUP and the Holland Museum for other less expensive possible resources.

Advertising (Doug Wachter): Sent summary – \$900 spent on advertising for the March concert. Even though attendance was not much different from last year, those present felt it was money well spent. The Holland Chorale has to be more aggressive in promoting itself in the community.

Holland Zeeland Community Foundation: Jen Ritsema suggested that we look into possibly offering a scholarship in conjunction with HZCF. Jennifer said we have three endowment funds with them. She will contact them and give a report in May.

Meeting Adjourned: 8:30 pm.

Sally Zenas, Secretary

Mihai's Concert for Donors: April 29, 7:30, Jack Miller Center – Hope College

Next Concert: Tulip Time Concert, Monday, May 6, 2019 - 7:00 pm - Saugatuck Center for the Arts.

Next Event: Grand Night for Singing, Thursday, May 23, 2019 - 6:00 pm -Baker Lofts

Next Meetings:

Annual Meeting: April 16, 6:30 – 7:30 pm, First Reformed Church

***Exec. Committee:** Sunday, April 28 - 2:00 pm - Panera

***Board Meeting:** May 13, 2019 - 6:45 Social time, 7:00 meeting start – Links Clubhouse

Refreshments: Carol Zeh and Brian Carder

***DATES CHANGED**

TO DO LIST – APRIL

Patrick:

1. Contact Clarissa Wiebe – possible board position.
2. Carol Z. needs brochure information.

Pam W:

1. Ask for volunteers for Choral Festival, May 3,6,7 (Annual Meeting).
2. Ask for a HC volunteer to serve as a representative on the West Coast Chamber of Commerce (Annual Meeting).
3. Have meeting with Marti and Paul Lindemuth.

Jennifer:

1. Give Abbi deadline for anniversary logo (2 wks.)
2. Contact HZCF about scholarship possibility.
3. Arrange for meeting with Al McGehan and Pam P.
4. Contact Holland Arts Council about banners.
5. Continue contact with Holland Museum and West Coast Chamber of Commerce.

Julie:

1. Financial presentation - Annual Meeting
2. Insurance follow-up
3. May budget

Sally:

1. Revised bylaws to Carol Z.
2. Refreshments Annual Meeting with Que-Lan.

Brian:

1. Send names of strategic planners to Pam W.
2. Contact Bill/Michelle Bryson
3. Send Pam P. Kyle's contact info – grant reader.

Jean: Strategic Planning meeting follow-up from March 27. Pam P. needs info. for MCACA

Pam P.:

1. Grant Writing job description to Sally.
2. Send out email requesting volunteers for Choral Festival
3. Al McGehan meeting with Jennifer.

Carol Z: Arrange Skype meeting April 12 or 15 with Patrick, Jennifer, Pam W. and you.

Carol B: Contact Hans Mulder – possible board position.

Que-Lan:

1. Contact your dentist
2. Refreshments with Sally – Annual Meeting – April, 16.

Jen: Arrange Year-End party for singers.