

HOLLAND COMMUNITY CHORALE

BOARD OF DIRECTORS MEETING

MAY 13, 2019

LINKS CLUBHOUSE

Present: Pam Wells (President), Brian Carder, Pam Pierson, Carol Zeh, Jennifer Brunk (Operations Manager), Sally Zenas (Secretary), Julie Anderson (Treasurer), Mihai Craioveanu (Vice President), Patrick Coyle (Artistic Director)

Absent: Jean Lemmenes, Doug Wachter, Carol Bechtel (Past President)

**CALL TO ORDER:** President Pam Wells called the meeting to order at 7:00 pm.

**MINUTES:** Motion made and seconded to approve the minutes of the April 8, 2019 meeting. Motion passed unanimously.

ADDITIONS TO AGENDA: None

**EXECUTIVE COMMITTEE REPORT:**

1. **NEW BOARD MEMBERS AND RECRUITMENT COMMITTEE DISCUSSION:** Mihai is willing to continue serving on the board for a second term. Pam Wells will contact Doug about his second term. More board members are needed and, especially, we need people connected to the community. Jennifer pointed out that having a board composed of an intersection of community and singers makes organizations successful.
2. **RESIGNATIONS:** Que-Lan Engels and Jen Ritsema have resigned from the board. This leaves openings for the positions of Fall Fundraising Chair and Operations Committee Chair. Steve Hook is no longer able to serve as Stage Manager and Joel Duek, Librarian, is moving to Oklahoma. Norma and Bill Ashby have agreed to temporarily fill the position of Librarian for the summer. Nancy Chamness has expressed an interest in serving as Librarian. Carol Z. will contact her.
3. **PARTIAL TERM DUES DISCUSSION:** Currently member dues are \$100 per semester and there are two semesters per year. The Board of Directors recommends that this policy stay the same. Pam W. will craft a letter to members pointing out the value of membership. Last year's survey will be updated and sent out to members soon.
4. **MEETING DATES FOR 2019-2020:** The calendar was handed out and will be an attachment with these minutes.
5. **MCACA GRANT APPLICATION:** Pam Pierson pointed out that board approval is needed to submit the MCACA Grant application. To fulfill this requirement, the following action was taken: **A motion was made and seconded authorizing the completion and submission of the appropriate application form requesting MCACA grant funds for the Holland Community Chorale 2019-2020 season. Motion passed unanimously.**

**TREASURER'S REPORT:** Julie reported that tax form 990 has been submitted. She has been in contact with an Insurance Agent and is in the process of determining the best policy to meet our needs for Office and Director Insurance. The current checkbook balance \$22,645. Last year at this time it was \$2,590.

**BUDGET:** Julie distributed a handout giving an overview of the breakeven budget for fiscal year July 1, 2019 – June 30, 2020. Last year's focus was to begin building a reserve. The 60<sup>th</sup> anniversary year focus

will be to cover additional expenses connected to the 60<sup>th</sup> anniversary year. **A motion was made and seconded to approve the budget. Motion passed unanimously.**

**OPERATIONS MANAGER'S REPORT:** Highlights of Jennifer Brunk's report were as follows:

-She met with Jen Ritsema and concluded that the HC needs new strategies for the future and needs to rethink expectations of some positions. Patrick, Pam W., Carol Z. and Jennifer will do a reevaluation of Operations Committee Chair expectations.

- Jennifer has been very busy working on Grand Night for Singing, the Tulip Time concert and Development. The Art component of the TT concert was well received but a lot of work. Ticket sales were down from last year and all present felt promotion by TT was poor.

-She has had successful meetings with three different long-term donors. Jennifer stressed the need to connect with people with a history with the Holland Chorale, as well as cultivate new potential supporters.

- She will be working closely on the MCACA grant application with Pam Pierson.

- Signed Contracts for Jennifer and Patrick are due July 1. Draft contracts are due at June meeting. Pam W. will get feedback from Patrick about this past year.

- The 60<sup>th</sup> anniversary video will not be ready for GNFS; it will be prepared during the summer.

**ARTISTIC DIRECTOR REPORT:** Patrick reported that he needs to get committees together (60<sup>th</sup> and Artistic) now that he is back from his sabbatical. Performers are set for GNFS. In addition to members, Ah! Men will perform this year, all of whom have been members of the chorale at one time or another. Patrick has a possible person in mind for the Stage Manager position.

**WORKING BOARD UPDATES:**

**COMMITTEE:** (Patrick Coyle) No report

**60<sup>th</sup> SEASON PLANNING COMMITTEE:** (Patrick Coyle) No report.

**OPERATIONS COMMITTEE CHAIR:** This position is now open and Carol Zeh volunteered to serve as Interim Operations Manager. Pam W. will send out an end-of-year Google survey to members. Dues collection will no longer be part of this job. Two new section managers are needed.

**ADVENTURES IN HARMONY:** (Pam Pierson) No report. She asked for guest artists recommendations.

**AD SALES:** (Brian Carder) The goal is to get more ad sales for the programs this year.

**INDIVIDUAL FUNDRAISING:** (Mihai Craioveanu) Mihai is continuing to connect with potential donors in the community.

**COMMUNICATIONS/MARKETING:** (Carol Zeh) Promotional 60<sup>th</sup> anniversary season announcement cards are ready and will be available at Grand Night for Singing. No brochures will be printed this year because it seemed they were ineffective. Promotional postcards will be mailed prior to each concert this year in an effort to increase community awareness and concert attendance.

**GRANTS:** (Pam Pierson) Pam stated that she needs holiday concert photos, video from concerts and a video editor. First Reformed Church may have some concert video available. June 1<sup>st</sup> is the

MCACA grant deadline and bylaws must be posted on the website before that date. She also needs the old strategic plan.

**SPECIAL EVENTS:**

**GRAND NIGHT FOR SINGING:** (Carol Bechtel, Chair) Jennifer reported that they have sold at least one more table than last year. Board members are asked to pour/serve wine after dinner. All board members are either attending or have contributed to the matching fund.

**FALL FUNDRAISER:** Position open – Chair needed. Need to find out if Que-Lan reserved a venue for the October 2020 event.

**TICKETS:** (Sally Zenas) There will be an opportunity to purchase season tickets (\$50 including Chanticleer) at Grand Night for Singing. Ruth Hofmeyer and Sally will be available to take orders. Tickets for the final concert of the season with Holland Symphony Orchestra must be purchased through HSO.

**MAILING LIST:** (Sally Zenas, Ruth Hofmeyer) No report.

**GOOD WILL AMBASSADOR:** (Brian Carder) Ten thank you notes were sent last month.

**STRATEGIC PLANNING:** (Jean Lemmenes, Chair): Pam Wells reported for Jean. They are waiting for a reply from the Johnson Foundation and would like to interview strategic framers with hopes of finding someone to serve as facilitator. Establishing a Strategic Plan will be done in two stages over the next two years. Next year's focus will be about raising money, finding donors and promoting the 60<sup>th</sup> anniversary celebration season.

**ADVERTISING:** (Doug Wachter) No report.

Meeting Adjourned: 8:55 pm.

Sally Zenas, Secretary

**NOTE: There will be no Board of Directors meetings the months of June and July. Business will be conducted via email. There will be an orientation meeting for new board member candidates with Jennifer before the August meeting.**

**NEXT BOARD MEETING:** August 5, 2019--6:45 pm. Social Time, 7:00 pm Meeting Start-- Links Clubhouse

Refreshments: Julie Anderson and Pam Wells

**NEXT EXECUTIVE COMMITTEE MEETINGS:** May 20, June 17 and July 15 – Panera's – 6:30 pm. (Patrick and Jennifer are invited to attend.)

## **TO DO LIST MAY 2019**

Brian: Thank Que-Lan Engels, Jen Ritsema, Steve Hook and Joel Duek. Thank Ashbys for stepping in to get music filed, and Carol Z. for offering to serve as temporary Operations Manager. (Brad and Jennifer have been thanked?)

Carol Z: 1) Contact Nancy Chamness regarding Librarian position. 2) Send out Google survey to members.

Pam W.: 1) Letter to Chorale members regarding value of membership. 2) Ask Doug about serving another term. 3) Review contracts with Patrick and Jennifer.

Jennifer: 1) Ask Que-Lan if she has a venue agreement for the Fall Fundraiser. 2) Old Strategic Plan to Pam P.

Carol B.: Hans Mulder follow-up.

Patrick: 1) Connect with Lindsey Ladesma. Her dress has not been returned. 2) Contact possible Stage Manager.

Julie: 1) Form 990 to Carol Z. for posting on website. 2) Officer and Director Insurance decision.

Sally: Get bylaws to Carol Z. for posting in May before MCACA deadline.

OPERATIONS COMMITTEE CHAIR: Patrick, Jennifer, Pam W. and Carol Z. get together and reevaluate this position. Section Leader positions are vacant.

## **UNFINISHED TO DO ITEMS:**

Brian: 1) Send names of Strategic Planners to Pam W. 2) Contact Brysons 3) Send Kyle's contact info to Pam P. (grant reader).

Sally: Revised bylaws to Carol Z.

Patrick: Clarissa Wiebe – possible board position.

Jennifer and Pam W: 1) Lindemuth meeting. 2) West Coast Chamber of Commerce. 3) HZCF scholarship possibility. 4) McGeehan meeting. 5) Holland Council for the Arts banner possibility. 6) Continue contact with Holland Museum. 7) Que-Lan's dentist.

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As stated in the bylaws, the Board of Directors should consist of:

Minimum number – 13 people (Currently 10)

Maximum number – 18 people

Members – 4-6 people (Currently 5)

At-Large Representatives– 9-12 people. At-Large positions may or may not be members.

(Currently 5)

