

HOLLAND COMMUNITY CHORALE
BOARD OF DIRECTORS MEETING
LINKS CLUBHOUSE - HOLLAND, MI
AUGUST 5, 2019

PRESENT: Pam Well (President), Pam Pierson, Maura Reynolds (new board member), Brian Carder, Julie Anderson (Treasurer), Carol Bechtel (Past President), Carol Zeh, Terri Borgman (new board member), Sally Zenas (Secretary), Patrick Coyle via Skype (Artistic Director), Jean Lemmenes, Mihai Craioveanu (Vice President)

INVITED GUESTS: Mary Benedict, Paula Tibbe

ABSENT: Ruth Hofmeyer (returning board member), Jennifer Brunk (Development Director)

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

MINUTES: A motion was made and seconded to approve the May 13, 2019 minutes. Motion passed unanimously.

ADDITIONS TO THE AGENDA: Library update

EXECUTIVE COMMITTEE REPORT:

-New Board Members Introduction: Pam Wells introduced new board members Terri Borgman and Maura Reynolds, and guests Mary Benedict and Paula Tibbe.

-60th Anniversary Video: A short video promoting the Holland Chorale's 60th Anniversary (made by a Hope College student) was viewed.

-Ratify Bylaws: A motion was made and seconded to amend the bylaws (p.10), removing the position of Executive Director. Motion passed unanimously. Carol Zeh will post the amended bylaws on the Holland Chorale website.

-Election of Officers: The following officers were elected to serve a one-year term: **Pam Wells, President; Jean Lemmenes, Vice President; Julie Anderson, Treasurer; Sally Zenas, Secretary.** Jean's schedule will require Executive Committee meetings to be rescheduled.

-Discussion of Bookkeeper and Operations Manager positions: At the July 15 Executive Committee meeting, Jennifer Brunk shared that she has taken a full-time position with another non-profit organization. Although she will no longer be able to serve as Operations Manager, she is willing to continue in her role as Development Director (5 hrs./wk) and will work to find concert sponsors for the 2019-2020 season. Jennifer suggested that we split the rest of her job into two part-time positions: Bookkeeper (5 hrs/wk av.) and Operations Manager (15 hrs/wk av. Sept – June and 5 hrs/wk av. Jul & Aug). The hours worked and pay rate will not require changes to the 2019-2020 budget. The Executive committee contacted Mary Benedict and Paula Tibbe and they have agreed to accept these positions. **A motion was made and seconded to hire Mary Benedict as Bookkeeper and Paula Tibbee as Operations Manager effective immediately.** Motion passed unanimously. When Jennifer returns from her vacation mid-week, she will be training Paula and Mary.

TREASURER'S REPORT: The complete Treasurer's Report has been posted to the website. Treasurer Julie Anderson reported that the checkbook balance is \$27,839.50 and the organization managed expenses very well last year. **A motion was made and seconded to purchase Director and Officer Insurance at an annual premium of \$2,213. Motion passed unanimously.** Julie will take care of this.

OPERATIONS MANAGER'S REPORT: Jennifer is on vacation and no report was submitted.

ARTISTIC DIRECTOR'S REPORT: Patrick joined the meeting via Skype. Twelve new auditions are confirmed for August 11 at First Reformed Church. Patrick will schedule additional time for auditions if needed. Sally and Maura volunteered to assist with hospitality.

Jennifer and Patrick met with a Tulip Time representative regarding the Chanticleer Concert being scheduled just before Tulip Time this year. Tulip Time is open to having the Holland Chorale concert be a pre-Tulip Time event with the possibility of Tulip Time being a sponsor. They have agreed to help promote our concert and are very supportive of promoting the Holland Chorale's 60th Anniversary Season.

Patrick suggested that the board formally acknowledge Steve Hook's years of service as Stage Manager. It was agreed that Pam Wells will follow through with this.

WORKING BOARD UPDATES:

Artistic Committee: Patrick reported that an Aug. 18 meeting is scheduled.

60th Season Planning Committee: Patrick reported that an Aug. 18 meeting is scheduled and email reports will be sent to the board.

Operations Committee: (Carol Zeh, Interim Chair): Pam W. has notified members that dues are due on/or before the first rehearsal. Music will be given only if dues are paid. Dues are \$200/year or \$100/ semester. Carol said that it is difficult to get people to Chair and/or be on this committee. She suggested that volunteers with a job, section managers and section leaders become the committee. Carol has agreed to chair this committee IF someone is found to relieve her of marketing duties. Pam will send a list of singer responsibilities to all members before the first rehearsal in September.

Adventures in Harmony: Pam Pierson reported that things are falling in place nicely for this October 1 event at Zeeland East High School. Mark Stover from U of M will be the guest clinician. Volunteers are needed to help serve lunch and usher at the evening concert. Last year there was a \$10 fee to cover lunches. Music is in and Pam will get it to area music teachers next week. Carol Zeh will prepare a poster.

Ad Sales: Brian is working on ad sales now and has reached about 20% of his goal.

Individual Fundraising: Mihai reported meeting with an architect who is hoping for Holland Chorale support for a proposed Performing Arts Center which he would like to build on the site of the old BPW plant on Lake Macatawa. Patrick and Pam W. will meet with the architect and report back to the board.

Communications/Marketing: Carol Z. would like help with marketing duties. Sally will contact an acquaintance with advertising and marketing experience. Carol Z. is currently working on the printed program book for the coming year, as well as posters and bookmarks.

Grants: Pam Pierson reported that comments from the MCACA Review Panel were very complimentary this year. The results will be announced in September. Comments: Want more board demographics; Want to see diversity; Noticed significant improvement in board planning and engagement; Admired partnership with Hope College interns; Noticed no post-concert audience evaluations/comments; Liked diversity in photos; Liked that students attend concerts free; Loved press releases. Pam will send the narrative to board members. Pam pointed out that we need a plan for student high school scholarship applicants.

Special Events:

Grand Night for Singing: Carol Bechtel reported that this year's profit was \$20,500. Alena Howard has agreed to co-chair the May 2020 event. Another person is needed to work with her.

Fall Fundraiser: Terri Borgman has agreed to serve on the committee. The date and venue are in place. A chairman is needed.

Tickets: Sally and Terri will be mailing tickets to season subscribers on August 23.

Mailing List: No report.

Good Will Ambassador: Brian reported that thank you notes are up to date. Hope College has donated used risers and delivered them to First Reformed Church. Committees are expected to send their own thank you notes.

Strategic Planning: Jean reported that she plans to move forward with this in the fall. Her main concern is to raise funds needed to make this happen. She requested that Strategic Planning be moved higher on the agenda.

Library: Librarians Jo Meeuwsen and Ruth Hofmeyer are working on getting the library ready for fall. Ashby's installed new shelving and did preliminary sorting earlier this summer.

Meeting Adjourned: 9:15 pm.

Sally Zenas, Secretary

Next Concerts:

Adventures in Harmony – October 1, 2019 – 7:30 pm – Zeeland High School

Free Community Concert – October 13 – 3:00 pm – First Reformed Church, Holland

Next Meetings:

Executive Committee – August 18, 2019 – Panera Holland – 4:00 Sunday (**new date and time**)

Board of Directors - Sept. 9, 2019 – Links Clubhouse – 6:45 Social time, 7:00 Meeting start.

Snacks: Maura and Carol Z.

To Do List

- Pam W: -Ask Norma Ashby to get singer volunteers for Adventures In Harmony
-Ask Norma Ashby to host Kick-off Party
-Steve Hook Thank You gift
-Singers Responsibilities list to singers
-President letter
-Architect meeting with Patrick
~~-Change EC meeting dates~~ - Done
- Julie -Officer and Director Insurance
- Brian: -Sell ads
- Paula: -Follow up on ticket printing with Jennifer & Zeeland HS
-Get list of season subscribers to Sally by 8/23
- Maura: -Assist with auditions 8/11
- Ruth: -Get key made for library storage area
- Carol B: -Keep trying to find an attorney to serve on the board
-Arrange meeting for possible GNFS co-chair
- Carol Z: -Poster for AIH
-Printed materials for 2019-2020 season
-Post bylaws with date change (8/5/19)
- Pam P: -Send MCACA narrative to board members
-Music to teachers for AIH
-Draft a student scholarship application plan
- Terri: -Season ticket mailing 8/23
- Sally: -Assist with auditions 8/11
-Season ticket mailing 8/23
-Contact marketing person

ALL: CONTACT PAM PIERSON IF YOU ARE ABLE TO HELP WITH ADVENTURES IN HARMONY 10/1/19.