

Holland Community Chorale

Board Meeting

September 9, 2019

Links Clubhouse

**PRESENT:** Pam Wells (President), Maura Reynolds, Carol Zeh, Julie Anderson (Treasurer), Jean Lemmenes (Vice President), Brian Carder, Pam Pierson, Sally Zenas (Secretary), Patrick Coyle (Artistic Director)

(Note: Mary Benedict **OR** Julie Anderson will attend future meetings to give financial reports.)

**GUEST:** Jeff Parker, Architect

**NEW STAFF MEMBER:** Betty McLarty, Operations Manager

**ABSENT:** Terri Borgman, Jennifer Brunk (Development Director), Mihai Craioveanu, Carol Bechtel (Past President)

**CALL TO ORDER:** Meeting called to order at 7:04 pm by Pam Wells, president.

Guest Jeff Parker of Jeffrey Parker Architects, Grand Rapids, shared a possible plan for the future use of the Holland James DeYoung Power Plant. His company has a broadened vision which includes a convention center, 170 room hotel, marina, outdoor amphitheater and a performing arts center. Amway is partnering with Jeff's company to operate the hotel and convention center. For the Performing Arts portion of the plan, they are developing an alliance of primary performing arts groups in Holland: Holland Civic Theater, Holland Symphony Orchestra, Turning Point School of Dance and, possibly, the Holland Chorale. The Theater Consultant will be Schuler Shook (consultants for the Jack Miller). Their vision is to create a space/home where arts in Holland can thrive and continue at the current price point. There would be two auditoriums: One with 1,000-1,200 seats geared toward music, and one with 800 seats for drama. These spaces would be available for touring professional companies and have rehearsal rooms and other support and storage space for local arts groups. The City of Holland wants to create taxable entity that is community oriented and does not compete with downtown. The estimated cost is \$4 million. They would like to keep the small town feel of Holland and are confident that they have an impressive proposal to present to the City of Holland. The Holland Civic Theater has committed \$20,000, the Symphony has committed \$20,000, Turning Point has committed \$10,000, Jeff is putting in \$20,000 and they would like Holland Chorale to commit \$15,000. Amway will match these funds and be the fiduciary for all groups. The goal is to take the arts to higher level in Holland. Jeff would like an answer by next week Monday whether the Holland Chorale will commit \$15,000 to this project and be part of the development of the possible Macatawa Performing Arts, Hospitality and Convention Center project.

Discussion led to the consensus that we cannot take this financial risk this year. **A motion was made and seconded that the Holland Chorale cannot commit to anything at this time. Motion, approved unanimously.** Pam Wells will notify Jeff Parker of our decision.

**MINUTES:** A motion was made and seconded to approve the August 5, 2019 minutes. Motion passed unanimously.

**EXECUTIVE COMMITTEE REPORT:**

-New Operations Manager Introduction: Betty McLarty has agreed to be the new Operations Manager for the Holland Chorale following Paula Tibbe's unexpected resignation. Betty will be meeting with Jennifer Brunk on Thursday or Friday of this week for training.

-Open volunteer positions: A photographer is needed and Carol Z. would like to turn over the preparation of printed materials to someone else. Much of the printing preparation has been done for the coming year.

-Fall Fundraiser discussion: The November fall fundraiser has been cancelled. (See Special Events for further details.)

-Carol Z. will serve as Operations Committee Chair.

-Maura Reynolds will be doing press releases and arrange for radio interviews. (See Marketing/Communication/Advertising)

**TREASURER'S REPORT:** August financial reports have been posted. Julie has been working with Mary Benedict to get her up to speed. The checkbook balance is \$28,000. Last year it was \$15,000 at this time. Julie reported that we are on track financially and the website needs to be updated.

**OPERATIONS MANAGER'S REPORT:** None.

**DEVELOPMENT DIRECTOR'S REPORT:** None.

**WORKING BOARD UPDATES:**

-**Artistic Committee:** Patrick reported that there is a good buzz for the season. There are several competent new singers, and singers were enthusiastic about the music selected for the season.

-**Operations Committee:** Carol Zeh reported that the Kick-Off Party was well attended and got the season off to a good start. A couple of singers have requested scholarships and guidelines for scholarships need to be developed. For now, discussion led to giving partial scholarships of \$100 with the remainder being paid in workable installments by the recipients. Carol and Patrick want to establish an orientation for new members. The Operations Committee will consist of Section Managers, Section Leaders, Uniform Coordinator and Volunteer Coordinator.

-**Adventures in Harmony :** Pam Pierson reported that everything is coming along nicely for the October 1 event. They are working on guest performers, doing Tshirts for the guys and Volunteer plans

underway. Some local teachers are taking the day off so they can observe guest clinician, Mark Stover, from U of M. Pam still needs names of the men from the chorale who will be participating.

**-Ad Sales:** Brian has been working on ad sales and reported that he is about 60% done. Mary Benedict has been a great help.

**-Strategic Planning:** No report.

**-Communication/Marketing/Advertising:** Maura will be doing press releases for the season and has submitted 60<sup>th</sup> season information to all area newspapers. She also agreed to contact radio stations before each concert, and is willing to help with other advertising. All agreed that the 60<sup>th</sup> video should be posted soon on all social media. Jennifer and Carol Z. will put the video on the website. Jean will oversee the Instagram account. The need for a professional photographer and graphic designer were discussed. Briand and Pam P. will look into a graphic designer. It was suggested that Patrick share the video with the singers at tomorrow night's rehearsal.

**-Grants:** Pam Pierson reported that MCACA cannot distribute any funds until the State of Michigan finalizes their budget. She is working on the final report and will notify the board as soon as she receives information on this year's distribution amount for the Holland Chorale.

**-Special Events:**

-Grand Night for Singing: Terri Borgman and Alena Howard will serve as Co-Chairs.

-Fall Fundraiser: There will be no fall fundraiser this year because of no Chair. Pam asked for creative thoughts for raising the estimated income (\$5,000) which is reflected in the budget.

**-Ticket Report:** Sally reported that Season Tickets (20 comps and 28 subscriptions) were mailed on August 23. She needs information from Jennifer regarding a possible 9 more from GNFS. Because the fall concert is free this year, Season Subscriptions will be available until the Christmas concert.

**-Librarian Report:** Ruth reported that she and Jo Meeuwsen have been busy organizing and getting music ready for the season. All music is numbered and every singer has a number.

**-Mailing List:** No report.

**-Individual Fundraising:** No report.

**-Good Will Ambassador:** Brian has been busy thanking people. Season Tickets, a gift certificate and a thank you note were sent to the First Reformed maintenance man for his help in moving and restoring the risers that were donated by Hope College.

Meeting Adjourned: 9:15 pm.

Sally Zenas, Secretary

Next Concerts: Adventures in Harmony - October 1, 2019 at 7:00 pm - Zeeland High School (FREE)  
Mid-Century Modern – October 13, 2019 at 3:00 pm - First Reformed Church (FREE)

Next Meetings: Executive Committee –September 22 at 4:00 pm – Panera  
Board of Directors - October 7 at 7:00 pm (Social time 6:45) – The Links Clubhouse

Refreshments: Sally and Ruth (Please?)