

HOLLAND CHORALE
BOARD OF DIRECTORS MEETING
OCTOBER 7, 2019
LINKS CLUBHOUSE

PRESENT: Ruth Hofmeyer, Carol Zeh., Pam Wells, Pam Pierson, Terri Borgman, Sally Zenas, Betty McLarty, Carol Bechtel., Brian Carder, Maura Reynolds

LATE: Patrick Coyle, Jean Lemmenes

ABSENT: Julie Anderson, Mihai Craioveanu, Jennifer Brunk

CALL TO ORDER: The meeting was called to order at 7:00 pm by Pam Wells, President.

MINUTES: Correction to September 9, 2019 minutes: Board member Ruth Hofmeyer's name was inadvertently missing in the September minutes. She was present at that meeting. A motion was made and seconded to accept the corrected minutes. Motion passed unanimously.

ADDITIONS TO AGENDA: None

EXECUTIVE COMMITTEE REPORT:

A. THANK YOU GIFT FOR STEVE HOOK: Pam Wells announced that a thank you gift for Steve Hook's many years of service as Stage Manager will be presented to him before the October 13 concert. Pam purchased West Coast Cash Certificates with money donated by members, and a framed photo of the chorale is being prepared.

B. OPEN VOLUNTEER POSITIONS:

1. **Advertising/PR:** Maura distributed a list of 19 print, non-print, Senior Communities and Holland area organizations she has contacted with publicity materials for the Holland Chorale 60th Anniversary year. She is happy to continue doing press releases and poster and bookmark distribution. She is not interested in doing paid ad sales (newspapers and radio stations). A person is still needed to do this.

2. **Photographer:** Terri has offered to contact a couple of professional photographers. In the past, professional photographers have been given an ad in the program and/or season tickets in exchange for their services. Member, Kim Nguyen, has agreed to do informal photos.

3. **Graphic Designer:** Carol Z. reported that most of the design work is done for the year. In the future, someone should be available during the late summer to assist with preparations for the October concert. Someone is still needed to take over all things printed.

C. FUNDRAISING DISCUSSION: Several ideas were mentioned to raise the \$5,000 reflected in the budget that will not be income due to no Fall Fundraiser this year: Advertise for more Dickens Quartet bookings, Online Auction, Holiday-themed Something, Singing Valentines, Art Show, Go Fund Me. Discussion to be continued in November, keeping in mind that it would be good to have something that would attract new donors and not compete with Grand Night for Singing in May.

TREASURER'S REPORT: In Julie's absence, financial reports were sent in advance. The current checkbook balance is \$29,242. One year ago it was \$20,164. Carol Zeh questioned whether the printed

program book pays for itself with paid advertising. We are currently underbudget for donations because there is no October concert sponsor and no Fall Fundraiser is scheduled. Julie's report pointed out that we previously budgeted dues to join the West Michigan Chamber of Commerce but did not appoint a representative. Betty has agreed to be the Holland Chorale representative for this, and she and Brian will attend a meeting on Friday October 11 featuring a speaker. Betty will be paid for her time spent to attend these meetings.

OPERATIONS MANAGER'S REPORT: Betty reported that she has been busy learning her new job and making connections with board and community members. She met with Jennifer for training; communicated with Ben Oogema, audio engineer, and Dave, coordinator of Dicken's Quartets; mailed 300 postcards promoting the October concert; met with the Tulip Time staff. Betty and Patrick will continue to coordinate with Tulip Time for the May 2020 Chanticleer concert. She expressed appreciation to board members and staff for their help in getting her on board. Patrick will get the exact seating capacity of Zeeland East auditorium to Betty and Sally.

ARTISTIC DIRECTOR AND ARTISTIC COMMITTEE REPORT: Patrick handed out the finalized Christmas Concert program, and banners featuring present and past directors were revealed. Clarification for times of Christmas concerts: December 8 at **3:00 pm** and **7:30 pm**. (These times are printed on the tickets.) Discussion on what to do between concerts led to the option of food being brought in for singers. Patrick will contact Sharon Shannahan for suggestions and prices. Discussion on how to give audience members an opportunity to donate at the free October concert resulted in having donation envelopes stuffed in the printed programs and Patrick making an announcement. Also, in keeping with the anniversary theme, Brian will wrap a box with a slot for donations that will be in the lobby. The March concert will be finalized at the November 10 Artistic Committee meeting.

WORKING BOARD UPDATES:

60TH SEASON PLANNING COMMITTEE: Patrick reported that the committee is working with caterer Sharon Shannahan for the March Anniversary luncheon with previous directors. The committee asked for board assistance in obtaining contact information for alumni before the end of the year. Resource suggestions were: old printed programs, create a Chorale Alumni Facebook page, Cal Langejans, Kim Gilbert's list and Beth Skippers. Five banners, one featuring each director, will be displayed at all concerts this year.

OPERATIONS COMMITTEE: Carol Z. reported that printed programs will be ready for Sunday's concert and email blasts are being sent regularly. She will ask members to insert donation envelopes into programs.

ADVENTURES IN HARMONY: Pam P. reported that this year's event was a huge success but the lack of photographer is frustrating. \$709.01 was collected in the offering baskets. Next year's date is October 6, 2020. She emphasized that this is an incredibly worthwhile event to support. Board members voiced appreciation for Pam's outstanding work in putting this wonderful event together. It was a joy to see and hear hundreds of young men on stage making beautiful music.

AD SALES: Brian was pleased to report that all but two printed advertisers have paid for their ads prior to this season's first concert.

STRATEGIC PLANNING and Development: Jean Lemmenes talked with Jennifer about development. Jennifer is beginning to feel comfortable with her new job and reported that she is on target for the Christmas concerts and sponsors. She will be in contact with Patrick about Chanticleer. Jennifer will give a written report to the executive committee by October 20. She will work on setting

up a Facebook fundraising page. She is thinking about how to make up the \$5,000 due to no Fall Fundraiser and how to raise money for strategic planning. (Note: This is the year to raise funds so strategic planning can be executed next year.)

GRANTS: Pam P. reported that the MCACA grant disbursement will be announced October 18, 2019. She is working on the final report which is due end of this month.

LIBRARIAN: Ruth reported that she Jo Meeuwse continue to organize the library materials. They estimate that this will take a year to complete.

SPECIAL EVENTS:

Grand Night for Singing: Terri reported that she and Alena Howard, co-chairs, are considering Laketown Conference Center as a venue for this year's event. Laketown is a larger venue than Baker Lofts, and the goal is to have the event grow. This year's committee consists of Ruth Hofmeyer, Connie Tuma and Abby Blystra.

TICKETS: Sally reported that 1 student and 4 adult tickets for Chanticleer were sold the day after Adventures in Harmony. Two season tickets were sold today. Season tickets for \$50 will be available on Sunday at the Midcentury Modern concert. A season subscription Includes Christmas, the Homecoming March concert and Chanticleer in May.

MAILING LIST: Betty, Maura and Sally met and made a "starter" mailing list for the postcard mailing to promote the October concert. This list will continue to evolve and Betty reported that the postcards have been mailed.

GOOD WILL AMBASSADOR: Brian asked for clarification as to who thanks whom. This will require input from Mary, Jennifer and Betty. Betty will follow up on this. Norma and Bill Ashby will clean the Dicken's costumes before the holiday season.

PRESS RELEASES: See Maura's report above (Executive Committee Report - Advertising/PR).

ADVERTISING: (Chair Needed)

MEETING adjourned at 9:15 pm.

Sally Zenas, Secretary

NEXT CONCERT: Midcentury Modern, Sun. October 13, 2019- 3:00 pm- First Reformed Church, Holland

NEXT MEETINGS:

EXECUTIVE COMMITTEE: October 20, 2019 – 4:30 pm – Panera, Holland (Virtual meeting)

BOARD OF DIRECTORS: November 4, 2019 – 6:45 Social Time, 7:00 Meeting Start – Links Clubhouse

REFRESHMENTS: Terri Borgman & Pam Pierson