

HOLLAND CHORALE
BOARD OF DIRECTORS
LINKS CLUBHOUSE
NOVEMBER 4, 2019

PRESENT: Pam Pierson, Terri Borgman, Sally Zenas, Julie Anderson, Jean Lemmenes, Carol Bechtel, Brian Carder, Maura Reynolds, Patrick Coyle, Betty McLarty

ABSENT: Ruth Hofmeyer, Pam Wells, Carol Zeh, Mihai Craioveanu

CALL TO ORDER: In Pam Wells' absence, Vice President Jean Lemmenes called the meeting to order at 7:00 pm.

MINUTES: A motion was made and seconded to approve the minutes of the Oct. 7, 2019 meeting. Motion passed unanimously.

ADDITIONS TO THE AGENDA: Patron Evaluation Forms, Stationery (Items were discussed under Grants and Good Will Ambassador.)

EXECUTIVE COMMITTEE REPORT:

1. OPEN VOLUNTEER POSITIONS UPDATE:

PHOTOGRAPHER – Nick DeVries has agreed to be our professional photographer. Pam Pierson and Terri Borgman will contact him with a schedule so we have a pictorial record going forward.

GRAPHIC DESIGNER – Chandra Hronchek has agreed to possibly work alongside Carol Zeh on the poster for the upcoming Chanticleer concert. This will help Carol assess her skills for future work.

ADS FOR CONCERTS – The Executive Committee approved Patrick's suggestion that we purchase an advertising package from Blue Lake Radio at a rate of \$200/concert for 10 radio spots during the two weeks leading up to each concert. This has been done and Patrick has written the copy.

2. FUNDRAISING DISCUSSION: The following suggestions were made:

- A. Singing Valentines - Jean will ask Norma Ashby to ask chorale members if anyone is interested in following up on this.
- B. Family Fare Receipts Party – Bags of receipts have been collected. A time and date needs to be set to tally the receipts. (Terri and Sally are willing to coordinate this. Please bring receipts to December board meeting.)
- C. Cans and Bottles Collection from Chorale Members - Terri will make it happen.
- D. Patrick and Greg will consider hosting another dinner at their home in early summer.

3. **THANK-YOU PROCEDURES DOCUMENT:** Motion made, seconded and passed, to approve the attached Thank You Procedures document.
4. **YEAR END MAILING:** The Year-End Mailing will be November 18, 6:00 pm – Links Clubhouse lower level. (Bring your own drink and a snack to share. Members and board members are encouraged to help hand address and stuff envelopes.) President, Pam Wells, will write the letter which will be signed by her and Artistic Director, Patrick Coyle. (Norma Ashby has invited chorale members to help with this.)
5. **PHYLLIS MINER Gift of Appreciation:** Phyllis Miner has decided to step down as accompanist following the Holiday concerts December 8. Jean and Pam Wells will take up a collection from members and purchase a gift of appreciation. Gift suggestions were two tickets to Grand Night for Singing and another experience-type gift. (She has already been given concert tickets for the rest of the season.)
6. **WEST COAST CHAMBER OF COMMERCE:** Julie will make sure that dues for the Holland Chorale are paid. For now, Betty is our representative. Patrick questioned whether this was the best use of her work hours. The executive committee will address this at their November meeting. Betty reported that it is a good networking opportunity.
7. **DEVELOPMENT:** Jennifer is in the process of finding concert sponsors. Her development report is attached.
8. **DECEMBER BOARD MEETING:** President Pam Wells cannot attend the scheduled December 2 board meeting. She will poll members to determine if the next meeting will be December 2 or December 9.

TREASURER'S REPORT: Julie reported that the 990 is finished. There is \$26,918.64 in the check book as compared to \$15,654.75 last year at this time. She reported that the upward trend is good, and direct contributions are currently a challenge for all nonprofit organizations.

OPERATIONS MANAGER'S REPORT: Betty reported that she attended the West Coast Chamber of Commerce and Lakeshore Nonprofit Alliance meetings. Betty and Mary have updated the mailing list and Betty will mail postcards prior to the Christmas concerts. She assisted in drafting the Thank You Procedure document and has been in touch with bookkeeper Mary Benedict to clarify their duties. Next month she will submit a written report prior to the meeting.

WORKING BOARD UPDATES:

- **ARTISTIC COMMITTEE AND 60TH SEASON PLANNING COMMITTEE:** Patrick is meeting with both committees in November. Things are in place for the Holiday concert and details for the March concert will be finalized in December. He has arranged for Sharon Shannahan to prepare a catered buffet dinner with beverages for chorale members between the Holiday

concerts (5:15 – 7:00 pm) December 8. Members and instrumentalists will have the opportunity to pre-order a meal at \$12.00 per person. The Holland Chorale will pay for meals for the Handbell Choir. Patrick will ask Norma Ashby to clear this with First Reformed Church. Patrick has made arrangements for a guest conductor to fulfill his rehearsal plans in his absence the week of November 15.

- **OPERATIONS COMMITTEE:** Carol Zeh's email report is attached.

- **AD SALES:** Brian needs concert printed programs and Christmas concert tickets to send to advertisers.

- **STRATEGIC PLANNING:** Jean reported that until funding is in place, strategic planning cannot move forward. Pam Pierson said some strategic planning action is needed for next year's MCACA grant application because she has reported the same inactivity for two consecutive years.

- **COMMUNICATIONS/MARKETING:** See Carol Zeh's attached report. Patrick will contact Camille DeBoer to see if she will consider being responsible for promoting the Holland Chorale through paid media advertising. This could, or could not, be a board position.

- **GRANTS:** Pam Pierson reported that the Holland Chorale received a score of 86.3 this year and will receive \$12,500 from MCACA. (Note that applicants receiving less than a score of 80 receive no money from MCACA and those with a score of 95 and above do not have to apply the following year.) The final report has been submitted. She emphasized the need for quality recordings, both audio and video, and photos from every concert. Betty will check with Ben about doing video in the future. Pam said the panel is looking for more letters of support regarding partnerships, more diversity on the board and audience and singer evaluations. Patrick and Carol Z. will prepare an audience evaluation form that will be inserted in the Holiday concert programs. Audience members will be encouraged to fill them out and drop them in a box as they leave the concerts.

- **LIBRARIAN:** Ruth reported via email that she and Jo Meeuwsen are making progress.

- **GRAND NIGHT FOR SINGING:** Terri reported that this year's event will be May 21, 2020 at Laketown Conference Center.

- **TICKETS:** Sally reported that 30 complimentary season tickets have been given, including past and present Artistic Directors, accompanist, staff, photographer, and First Reformed custodian. 45 season tickets have been sold. Individual tickets sold are: 3:00 Holiday – 12; 7:30 Holiday -10; March/Alumni – 0; Chanticleer -10. Patrick reminded board members that they must show that they are invested in the organization, and questioned if all present had season tickets. He reported that most organizations have a Board Expectations policy. We do not.

- **MAILING LIST:** Betty, Mary and Carol have put together a list of 500 to receive the Christmas concert postcard and Carol is working with Holland Litho. Sally suggested that all general mailings include board members and staff.
- **GOOD WILL AMBASSADOR:** Brian, Betty and Sally will look into new stationery designs and prices.
- **PRESS RELEASES:** Maura reported that none of the newspapers printed her press releases for the October concert. She will do the same thing again for the Holiday Concerts and hope for better results. She sent thank you notes to people who sent buses to the Fall concert.

Meeting adjourned at 9:07 pm.

Sally Zenas, Secretary

NEXT CONCERT: Holiday Concert -Sunday December 8, 2019, 3:00 pm & 7:30 pm, First Reformed Church

NEXT MEETINGS:

Executive Committee: Sunday November 17 – 4:00 pm – Panera Bread

Year-End Mailing: Monday November 18 – 6:00 pm – Links Clubhouse lower level. Bring a snack to share and your own drink.

Board Meeting: Monday **December 2 or 9*** (6:45 Social Time) 7:00 pm, Links Clubhouse
Refreshments: Julie and Carol B.

***Watch for message from Pam for meeting date. (The date has been changed to Dec. 9.)**

Please Note: Remember to include a topic header for group email correspondence to board members. It makes it much easier to find things. Thanks.