

Holland Chorale  
Board of Directors Meeting  
December 9, 2019  
Links Clubhouse, Holland

PRESENT: Pam Wells, Carol Bechtel, Julie Anderson, Betty McClarty, Ruth Hofmeyer, Maura Reynolds, Carol Zeh, Brian Carder, Sally Zenas,

ABSENT: Pam Pierson, Terri Borgman, Mihai Craioveanu, Jean Lemmenes, Patrick Coyle

CALL TO ORDER: The meeting was called to order by President Pam Wells at 7:05 pm.

MINUTES: A motion was made and seconded to approve the minutes of the November 4, 2019 meeting. Motion passed unanimously.

**EXECUTIVE COMMITTEE REPORT:**

**FUNDRAISING:** No report.

**PHYLLIS MINER GOING AWAY PRESENT/CELEBRATION UPDATE:** A gift of appreciation was presented Phyllis at the Christmas concert, her last as accompanist for the Holland Chorale. She is happy to serve as a substitute in the future.

**WEST COAST CHAMBER OF COMMERCE UPDATE:** Dues have been paid and they would like a photo.

**DEVELOPMENT UPDATE:** Nothing firm to report at this time. Jean Lemmenes is the contact person between the board and the Development Director.

**YEAR END MAILING:** Numbers are not available yet.

**BOOKKEEPER POSITION UPDATE:** We discussed ways to make the position of bookkeeper work so the work is done in 5 hours per week. Board members should think carefully about what emails need to be sent to the bookkeeper. The board expressed full support for what is currently being done by Mary Benedict in this newly established position.

**TREASURER'S REPORT:** The current checkbook balance is \$23,371 as compared to \$14,142 one year ago. Julie reported that sponsorships/underwriting are a concern, particularly with Chanticleer coming in May. Staff expenses are holding their own. Income for the coming year from MCACA is lower than budgeted, and no money has been obtained for implementing a strategic plan in 2020. If no sponsorships are received, we face a potential \$40,000 deficit. Julie also suggested that we explore a dropbox-type storage place to simplify retrieving information needed for grant writing.

**OPERATIONS MANAGER'S REPORT:** Betty's monthly report is attached. She encouraged board members to think about who is in charge of something before sending out emails. Many times "send all" causes unnecessary confusion. Figures for the year-end mailing will be forthcoming. Betty shared that she enjoys the flexibility of her job, and being able to work from home.

**WORKING BOARD UPDATES:**

**Artistic Committee:** No report

**60<sup>th</sup> Season Planning Committee:** The next committee meeting is January 26. The board requests that a patron survey be done as part of, or after, the March concert

**Operations Committee:** The board thanked Carol Zeh for her part in making the dinner for singers and musicians between the holiday concerts, a resounding success.

**Adventures in Harmony:** No report.

**Ad Sales:** No report.

**Strategic Planning:** No report.

**Communications/Marketing:** Carol Z. reported that there is an incompatibility problem with the website upgrade. The board gave approval for her to seek outside technical assistance if needed.

**Grants:** No Report.

**Librarian:** Jo and Ruth will be filing Christmas music during Christmas break. Ruth needs a key to the library room.

**Grand Night for Singing:**

2020 Honoree: This is a Grand Night for Singing committee decision.

**Ticket Report:** 374 people attended the Holiday concerts, of which 80 were comps. (3:00 - 231 in attendance and 7:30 - 143). A comparison attendance report is attached.

**Mailing List Managers:** Mary Benedict and Betty McLarty are now responsible for maintaining the mailing list.

**Individual Fundraising:** No report.

**Good Will Ambassador:** No report.

**Press Releases:** Press releases were published this time. Email blasts and ads in local newspapers provided good coverage for the Christmas concerts.

### **Advertising Chair Needed**

**OTHER:** Carol B. talked to Jeff Helder. He is not interested in serving on the board at this time, but he will try to come up with the name of a colleague (attorney) who might be.

We all thanked Carol Bechtel for her 6 years of service on the board and wished her well as she studies abroad on sabbatical beginning January 2020.

Meeting adjourned at 8:25 pm.

Sally Zenas, Secretary

Next Concert: March 15 – 3:00 – First Reformed Church, Holland

Next Meetings:

Executive Committee – no December meeting

Board Meeting – January 6, 2020 (6:45 Social time, 7:00 meeting) – Links Clubhouse

Refreshments: Ruth Hofmeyer and Sally Zenas

Tally Family Fare Receipts – Wednesday January 15 – 6:30 – Links Clubhouse

Board and singers welcome. Adding machines with tape printing capabilities are needed. Terri Borgman and Sally Zenas will serve as coordinators.

Alternate date (weather) – Wednesday January 22.