

HOLLAND CHORALE  
BOARD OF DIRECTORS MEETING  
JANUARY 6, 2020  
LINKS CLUBHOUSE, HOLLAND, MI

**PRESENT:** Terri Borgman, Julie Anderson (Treasurer), Pam Wells (President), Pam Pierson, Ruth Hofmeyer, Maura Reynolds, Sally Zenas (Secretary), Carol Zeh, Patrick Coyle (Artistic Director), Jean Lemmenes (Vice President), Mihai Craioveanu

**ABSENT:** None

**CALL TO ORDER:** 7:00 Pam Wells

**ADDITIONS TO AGENDA:** Spartan Nash/Family Fare Receipt Tally Party, Brian Carder's resignation.

**MINUTES:** A motion was made and seconded to approve the minutes of the December 9, 2019 meeting. Motion passed unanimously.

**EXECUTIVE COMMITTEE REPORT:**

1. Brian Carder has resigned from his board position after serving for six years. He was responsible for selling program ads and writing thank you notes (Good Will Ambassador).
2. Jean requested a development report from Jennifer and it is attached. Pam Wells also happened to see Jennifer earlier today and was able to verbally confirm details in the report. A \$5,000 donation came in after the holiday concert. She has sponsorship prospects for the March concert. An anonymous donor has given \$2,500 for the Chanticleer concert in May. She is working on a professional development mini-grant which would go toward funding strategic planning.
3. Mary Benedict, bookkeeper, has a new email address: [accounting@hollandchorale.org](mailto:accounting@hollandchorale.org). She will now handle chorale business on Thursday mornings.
4. Open Positions:
  - A. Chair for Fall Fundraiser
  - B. Someone to sell ads for 2020-2021 printed program
  - C. Someone to work with Pam Pierson and serve as a grant writing apprentice. (see Adventures in Harmony and Grants)

**TREASURER'S REPORT:** Julie reported that cash is staying steady from where it was a year ago. Currently the checkbook balance is \$23,237.64.

**OPERATIONS MANAGER'S REPORT:** Betty McLarty's December report is attached.

**ARTISTIC DIRECTOR REPORT:** Patrick reported good auditions this evening and a few new singers will join the chorale this semester. He noted that the level of singers auditioning has notched up the last couple of years.

He shared plans for the March concert, A Legacy of Song, which includes alumni and previous directors. Directors have submitted the names of the pieces they will be conducting, alumni need to be invited to participate and luncheon plans need to be finalized. Julie will advise board members if the budget will cover lunch expenses for all singers. Ruth and Patrick are making housing arrangements for Meredith Bowen and Ryan Kelly's family. Margie and Marty Amon and Carol and Rich Dirkse have offered to serve as host families.

Patrick will prepare an audience survey to be included in the March concert program. Carol will order additional donation envelopes so they can be inserted in the program as well.

#### **WORKING BOARD REPORTS:**

**Operations Committee:** Carol Zeh reported that she assisted with auditions tonight. She is coordinating getting member's dues paid for the second semester.

**Adventures in Harmony and Grants:** Pam Pierson announced that she will be leaving the board after her three-year term in June. She stressed the need for someone to shadow her, beginning now, to learn the steps required for grant writing. She feels this person should be intimately involved with the Holland Chorale. MCACA is changing its platform this year and all information needs to be submitted by June 1<sup>st</sup>. MCACA wants audience feedback, either through surveys or interviews with those attending the concerts.

Pam has submitted the Park Township grant application. This \$1,500 is used to fund Adventures in Harmony.

Pam expressed concerns about the health of the underpinnings of the Holland Chorale. She is in support of the working board concept, but not sure who is minding the store. She feels there are problems that need to be identified and fixed. She feels the board should address "What does it mean to be a working board?". She also brought to our attention that the logos for Art Works, The National Endowment for the Arts and MCACA were missing from the promotional Christmas post cards.

**Ad Sales:** Brian Carder has resigned from this position and a new person needs to be found to carry on the work.

**Strategic Planning:** Jean Lemmenes will contact Jennifer Brunk and arrange for a committee meeting. They will discuss funding possibilities and report next month.

**Communications/Marketing:** Carol Zeh will arrange to get the flash drive with photos taken at the Christmas concert. Betty McClarty currently has this.

**Librarian:** Ruth Hofmeyer reported that she, Jo Meeuwson and Jo's son worked on filing last week. Ruth and Jo will be working on new music January 17<sup>th</sup>. They will be working throughout the summer to get the library up to date.

**Grand Night for Singing:** Terri Borgman reported that a committee meeting is scheduled for January 27. The event will be May 21 at Laketown Conference Center. She will tell the committee that it is not necessary to have an honoree annually.

**Ticket Sales Report:** Sally reported that no individual tickets have been sold for the March 15 concert. Seventeen individual tickets have been sold for Chanticleer in May (in addition to 56 season tickets and 33 season comps). Discussion led to our inviting area high school choirs to attend the Chanticleer concert. Seating capacity of DeWitt auditorium is 978. The price will be \$5.00 for students. For every 10 students, one adult will be admitted at no charge. Promoting the next two concerts is a major concern.

**Mailing List:** No report.

**Individual Fundraising:** No Report.

**Good Will Ambassador:** Teri Borgman volunteered to fill this position. Please advise her of any thank you notes to be written, beginning now. She will arrange to get materials from Brian.

**Press Releases:** Maura reported that the Holland Museum had small *History of the Holland Chorale* exhibit in the lobby in December.

**Advertising Chair:** Position open. No report.

**Spartan Nash/Family Fare Receipt Tally Party:** This work session is scheduled for January 15, 2020, 6:30, Links Clubhouse. (Alternate snow date: January 22, 6:30.) All are welcome to help. Please bring an adding machine with tape if possible. \$150,000 in receipts= \$1,000 for nonprofit organizations.

Meeting adjourned at 9:00 pm.

Sally Zenas, Secretary

**NEXT CONCERT:** A Legacy of Song, Sunday March 15 at 3:00 pm, First Reformed Church

**NEXT MEETINGS:**

Executive Committee, Sunday Jan. 19, 2020 at 4:30 pm, Panera Bread

Board of Directors, February 3, 2020 (6:45 social time, 7:00 meeting start), Links Clubhouse

Refreshments: Terri, Maura