

HOLLAND COMMUNITY CHORALE

BOARD OF DIRECTORS MEETING

FEBRUARY 3, 2020

PRESENT: Pam Wells (President), Jean Lemmenes (Vice President), Sally Zenas (Secretary), Maura Reynolds, Betty McLarty (Operations Manager), Carol Zeh, Terri Borgman, Patrick Coyle (Artistic Director)

ABSENT: Ruth Hofmeyer, Pam Pierson, Mihai Craioveanu, Julie Anderson (Treasurer)

CALL TO ORDER: Meeting called to order at 7:02 pm by president, Pam Wells, at the home of Betty McLarty.

MINUTES January 6, 2020: Motion made and seconded to approve the January meeting minutes. Motion passed unanimously.

TREASURER'S REPORT: Julie Anderson submitted financial reports prior to the meeting and they are posted on the website. The current checkbook balance is \$13,550.08.

OPERATIONS MANAGER'S REPORT: See attachment from Betty McLarty.

DEVELOPMENT REPORT: Jennifer Brunk's report is attached. Note that the day after this meeting the board was notified that \$7,500 in sponsorship money was received from the Prince Foundation for the March concert. Jean will contact Jennifer to see how the Jack Miller and Haworth donations should be publicly acknowledged. No sponsorship is needed for the April 18, 2020 concerts with the Holland Symphony Orchestra (Beethoven's 9th).

ARTISTIC DIRECTOR 'S REPORT AND 60TH PLANNING COMMITTEE REPORT:

Patrick reported that the Holland Chorale rehearsals are going very well following the holiday break, and the sound is "really fine" with the addition of a few new singers for the second semester. Member feedback on whether to continue having two holiday concerts was mixed. Patrick felt it was a tribute to the quality of their singing that they were able to deliver well for two concerts in one day. Because his philosophy is to always plan for growth, it was decided to continue with two holiday concerts in 2020. Members felt the break between the two concerts was too long with a 3:00 and 7:30 performance. This will be taken into consideration when the 2020 holiday concert times are finalized.

Kristin Baron has signed a contract to be the Holland Chorale Principal Accompanist effective January 2020. She is also the director of The West Michigan Children's Choir.

At this time, fourteen alumni have committed to participate in the March 15, 2000 60th Anniversary celebration concert. This number is expected to increase. Housing for visiting directors has been arranged. Alumni will receive a free concert ticket and all singers will receive a free lunch on Saturday March 14, following the rehearsal.

Patrick is working on an audience survey that will be included in the March concert printed programs. Ideas presented: 1) Include a drawing for two free tickets for those who fill out the survey. 2) Include a survey in all future printed programs.

Patrick shared a tentative 2020-2021 program schedule.

Pam Pierson is contacting area high school music teachers and inviting their choirs to attend the May concert with Chanticleer. Tickets for students will be \$5, with one free adult for every 10 students.

OPERATIONS COMMITTEE: Carol Z. is working on collecting the final dues and signed harassment forms. She is putting together an Afterglow gathering to follow the March concert. March concert posters are ready for distribution.

ADVENTURES IN HARMONY: Although Pam Pierson's three-year term on the board ends in June and she will not serve a second term, she has graciously agreed to continue as coordinator of 2020 Adventures in Harmony – Women's Edition. The date will be Tuesday October 6, 2020 and the guest clinician will be Dr. Kimberly Dunn Adams of Western Michigan University.

AD SALES CHAIR: This is an open position. Betty and Carol had an extensive conversation about this and concluded that Carol is logical person to take this on. Carol is willing to do this if she can hand over most website duties to someone else. It was agreed that the website needs complete revamp. This would mean that Carol would be responsible for the entire printed program.

WEBSITE: Betty and Jean have connections to possible website and graphic design companies. They will give a report, including setup and maintenance costs, at the March meeting.

STRATEGIC PLANNING: Jean shared a timeline which is included in her attached report. See the attached Development Activity Report for funding clarification.

GRANTS: Pam Wells will contact a couple of prospects to shadow Pam P. and learn her grant-writing procedures. Pam Wells will report on this in February.

LIBRARIAN: No report

GRAND NIGHT FOR SINGING: Terri reported that their committee is meeting monthly. She shared the invitation with this year's theme of "Secret Garden" and feels all is on track for the big event.

TICKET REPORT: Sally reported that three (3) individual tickets have been sold for the March concert and thirty-two (32) individual tickets have been sold for Chanticleer.

MAILING LIST: Carol Z. reported that she adds new names and contact information to her email blast list after each concert, gathering information from ticket sales purchased through Square and Event Bee.

INDIVIDUAL FUNDRAISING: No report.

FALL FUNDRAISER: Chair needed.

GOOD WILL AMBASSADOR: Terri requests that people let her know of situations requiring notes of appreciation.

PRESS RELEASES: Maura reported that the Sentinel published an article and photo inviting HC Alumni to participate in the March 60th Anniversary concert. Local radio stations have done some promotional spots and area TV stations have been notified as well. More announcements are anticipated as we get closer to the performance date.

OTHER:

1. Five board members and Betty tallied SpartanNash receipts in January. We currently have \$76,566 in receipts. Nonprofit organizations reaching the goal \$150,000 in receipts receive a \$1,000 check from SpartanNash. We're half way there! Terri Borgman is the keeper of the receipts.
2. Terri collected bottles at rehearsals for three weeks in December and netted about \$40 in bottle deposit refund cash for the Holland Chorale. Because many of the bottles were non-refundable, she has decided to discontinue doing this.

Thank you Mike and Betty McLarty for hosting this meeting and sharing your home and extensive holiday Dickens Village with the board!

Meeting adjourned at 8:58 pm.

Sally Zenas, Secretary

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

NEXT MEETINGS:

Executive Committee: Sunday Feb. 23 at 4:30 pm, Panera Bread

Board of Directors: Monday March 2, 2020 (6:45 social time, 7:00 meeting start), Links Clubhouse. Refreshments: Pam Wells and Maura Reynolds