

Report to the March 2, 2020 Chorale Board  
from Maura Reynolds  
Press Releases/as of Saturday, February 29, 2020

- Prepared press release about the March 15 concert for the newspapers and am waiting for final comments from Patrick before submitting.
- Submitted info to Holland Area Visitors Bureau ([holland.org](http://holland.org)) calendar—now appears online in their calendar and will appear in their weekly printed info which is posted widely
- Submitted info to *Revue* calendar ([revuewm.com](http://revuewm.com))—will appear in their online calendar (I hope; haven't yet had confirmation)
- Sent info to Peg McNichols at WHTC and the Van radio ([peg.mcnichol@mwcradio.com](mailto:peg.mcnichol@mwcradio.com)) and encouraged interview with Patrick, and perhaps Cal and Gary
- Contacted activity directors at senior centers with information about the concert and buying/holding tickets (Warm Friend; Freedom Village; Appledorn; Lakeside Vista; Evergreen Commons)
- Will pick up posters from Norma Ashby tomorrow (Sunday, March 1) to post around Holland.
- **Some questions:**
  - Should the Chorale submit press releases and other publicity for the concert with the Holland Symphony? Or is the Symphony handling publicity?
  - Tulip Time has published releases in the *Sentinel* and elsewhere (online; in festival booklet, etc.) that include the Chanticleer concert. What's the agreement about publicity: funnel press releases/publicity through TT? Submit independently? Something else? In 2019, Doug Wachter wrote, "No Chorale funded publicity is anticipated for the Tulip Time concert."
  - Tuesday, March 3, 4:30-8:30, I'll attend the Lakeshore Nonprofit Alliance workshop *How to be an Effective Board Member*. Their website contains information that may be useful to the Board: a list of funding-raising and major events calendar (to avoid multiple non-profits events being held on the same day); board self-assessment tools; consultants network, etc. **Is the Chorale currently a member?** Nonprofit membership is based on operating budget: if budget < \$100,000 = \$60