

HOLLAND COMMUNITY CHORALE
BOARD OF DIRECTORS MEETING
MARCH 2, 2020
LINKS CLUBHOUSE – HOLLAND, MI

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

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

Call to Order: The meeting was called to order at 7:00 pm by president Pam Wells.

MINUTES: A motion was made and seconded to approve the February 3, 2020 meeting minutes. Motion passed unanimously.

EXECUTIVE COMMITTEE REPORT:

Pam Wells reported that at their last meeting, the Executive Committee mostly addressed big picture items – Strategic Planning, Fall Fundraiser and the need for a person to learn grant writing from Pam Pierson. As of now, the Fall Fundraiser is on hold, and the following names are being considered to shadow Pam: Liz Colburn, Steve Hook, Bill Ashby, Todd Schuiling, Gene Gess.

TREASURER'S REPORT: Bookkeeper Mary Benedict answered questions about the financial reports which are posted on the website. The current checkbook balance is \$35,000. Last year it was \$21, 375. She is carefully tracking sponsorships, donations and ticket sales.

OPERATIONS MANAGER'S REPORT: Betty's monthly report was submitted in advance and is attached. She brought to our attention that there is a Macatawa Area CEP grant available which is due March 11. Betty is writing this and Maura is helping her. Betty will send it to board members on March 8 for editing. Betty will handle Pledge radio ads for the March concert. She encouraged board members to attend community workshops, and name tags for ushers, ticket table workers, Artistic Director and Operations Manager are ready for the March concert.

WORKING BOARD UPDATES

ARTISTIC DIRECTOR'S REPORT: Patrick reported that he is preparing an audience survey for the March 15 concert. Board members will insert surveys and donation envelopes in the programs the day before the concert. He addressed precautions that will be taken at rehearsals in response to the Coronavirus: hand sanitizer and wipes will be available, members will be asked to refrain from hugs and handshakes, chairs will be more spread out and attendance rules will be relaxed for illness. Patrick will arrange for video recording of the March 15 concert.

OPERATIONS COMMITTEE: Carol Zeh will work with Patrick on the March 14 alumni luncheon details. She brought to our attention that a better orientation is needed for new members. A new plan for this should be established before the first rehearsal in September 2020. All dues were collected in a timely manner this semester. Carol will finalize housing details with Dirkses and Ryan.

ADVENTURES IN HARMONY: Pam Pierson reported via email that all area teachers have been contacted.

STRATEGIC PLANNING: Jean reported that the POD grant request for Strategic Planning funding was declined. She handed out an updated Strategic Planning Report which is attached. The current proposal states that we need \$7,500 to make it happen. Three possible goals for raising this money without grant dollars are: 1) Ask alumni for seed money at the luncheon March 14 (\$2,000). 2) Possible summer fund raiser for strategic planning (\$4,000). 3. Individual Sponsor Gift (\$,1500).

COMMUNICATIONS/MARKETING: Carol reported that posters and postcards for the March concert are completed. The program insert is large (26 pp.) for the March concert because of the additional 60th Anniversary information. She will prepare some large print inserts. Facebook needs to be corrected to reflect the correct location for the March concert. Sentinel ads went in today. The Chanticleer poster is ready for the printer. Carol requested clarification of Camille's role in taking over some of the marketing duties, and when she will start. Patrick was not present at the time of this discussion. He will weigh in on this before or during the April meeting.

GRANTS: Pam P. is planning to attend the MCACA workshop in Kalamazoo on March 26, 2020 if she is not selected for jury duty. Betty will also attend.

POTENTIAL BOARD MEMBER: Jean has a scheduled meeting with Attorney Jenny DeGraves next week.

TICKET SALES REPORT: In addition to 33 season comps., 56 season tickets have been sold. Nine (9) individual tickets for the March 15 concert have been sold and Thirty-four (34) individual tickets have been sold for the Chanticleer concert in May. Tulip Time has sold eighteen (18) tickets for the May concert.

PRESS RELEASES: Maura's report is attached. All questions on her report have been answered.

ADVERTISING: Jean contacted Jeanette Gillespie of Jam Graphic Design. Her quote for doing graphic work for 2020-2021 is \$650. See attachment. Carol will look at previous records to determine how this price compares to what was paid to Sheila Grant in the past. Carol reminded us that we need a 2020-2021 printed brochure ready for distribution at Grand Night for Singing in May. A decision must be made at the April board meeting.

Meeting adjourned at 9:10 pm.

Sally Zenas, Secretary

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

NEXT MEETINGS:

Executive Committee: Changed to Sunday March 29 – 4:30 pm – Panara, Holland

Board Meeting: April 6, 2020 –6:45 social time, 7:00 meeting start

Refreshments: Carol Zeh and Jean Lemmenes

