

Holland Chorale
Board Meeting
August 10, 2020
Via Zoom

Attending: Julie Anderson; Terri Borgman; Tom Busa; Jenny DeGraves; Jay Gainforth; Jean Lemmenes; Betty McLarty; Maura Reynolds; Pam Wells; Carol Zeh

Absent: Patrick Coyle; Mihai Craioveanu; Ruth Hofmeyer

President Jean Lemmenes called the meeting to order at 7:04 pm

Minutes of the July 13, 2020, meeting were approved.

Executive Committee Report

- Julie reported on the year-end report for the MCACA grant: needed are the number of email recipients, website views, ticket sales, donated tickets, volunteers in a variety of areas, Chorale members, works of music available. Julie will contact the board for some of this information. The report is due at the end of October; our final payment from MCACA is dependent on filing this report. It's unclear if MCACA funds will be available for grants in 2020-21.
- Annual meeting will be Tuesday, September 15 and will be combined with a Chorale rehearsal via Zoom. Included will be a report from the treasurer, information from Patrick about the season, openings on the board, sponsors for concerts. The business meeting will last 15-20 minutes. In the email announcing the Zoom rehearsal, Jean will also include information about dues and survey singers' interest in continuing with the Chorale.
- Fall fundraiser: Lawn Chair Serenade. Dave Schallert and section leaders will be asked to chair. Patrick will select music and work with singers, possibly trios or double quartets. Advertising will be via social media, email, and press releases. Jay will make a list of businesses and restaurants to survey their interest in hiring.
- Tom discussed a new project he volunteered to chair: spotlighting singers and volunteers. Possible names: Chorale Corner or Take a Bow. Tom will create a calendar and work to highlight one person a month for 2-3 minutes. Venue may be PowerPoint or video. Tom hopes to begin this project in September.
- New board members Jay, Jenny, and Tom have been given information about accessing board information online.
- Jean is continuing discussions with board members about open positions.
- Julie helped the Chorale apply for a Small Business Restart Grant.

Treasurer's Report

- Insurance rate is being negotiated. An agent is looking for lower cost options with similar coverage.
- The Chorale's 990 form is prepared.

Operations Manager's Report

- \$2500 check given by Macatawa Area Coordinating Council's Community Enhancement Program has not be cashed since it was awarded for the cancelled Chanticleer concert. Betty will discuss with Patrick and Jean about redirecting the grant since the grant expects regional cooperation and cohesion.

Development Consultant Report

- Jean will meet with Elsa Prince Broekhuizen's assistant this week to see if the Foundation would increase their grant by \$5,000 to underwrite the Chorale's season. The Foundation awarded \$7,500 for the 60th Anniversary October concert which was canceled.
- Jean also hopes to find sponsors for each concert at a level of \$2,500; Jennifer will be a consultant.

Artistic Director Report will be sent separately since Patrick was sick and unable to attend.

Working board updates

- Carol requested a more structured way for singers to indicate whether they would continue with the Chorale. Currently, people are responding via email, and tracking is difficult. Carol and Betty will work on this project and consult with Patrick.
- Carol has created a new logo for the upcoming season. She will post on the website and Facebook.
- No report on grants from Jenny. To facilitate her work, she intends to collect a list of possible grant opportunities and copies of past grant applications. Julie will compile a list of earlier grants from Quickbooks. Betty will consult.
- Teri will send a thank you to Trent Broussard who is offering his church Calvary Baptist as the recording location for *One Voice*.
- The board is encouraged to share with Patrick any feedback they hear from singers about the group recording sessions. This will help his work.

The meeting was adjourned at 8:30.

Respectfully submitted,
Maura Reynolds
Secretary

Next concert: Virtual Fall Concert, October 11 premier
Next meetings: Executive Committee: Sunday, August 23, 4 pm (Zoom)
Board meeting: Monday, September 14, 7 pm (Zoom)