

Holland Chorale
Board Meeting

Attending: Tom Busa; Patrick Coyle; Jenny DeGraves; Jay Gainforth; Jean Lemmenes; Maura Reynolds; Pam Wells; Carol Zeh

Absent: Julie Anderson; Terri Borgman; Mihai Craioveanu; Ruth Hofmeyer; Betty McLarty

1. Meeting via Zoom called to order by Jean Lemmenes at 7:08 pm.
2. Minutes of June 8, 2020, were approved as submitted.
3. There were no additions to the agenda.
4. Executive Committee Report
 - a. **Grand Night for Singing: Home Edition** was well received and raised \$10,845. Much was learned
 - i. Carol noted that it was difficult to monitor Facebook for donations; she suggests that we put a link to YouTube on the Facebook site and accept only check and PayPal for donations. Jean supports this approach.
 - ii. Much was learned about copyright licenses.
 - iii. We should have crafted press releases for publicity beyond the email list.
 - iv. We hope for a live edition in May 2021.
 - b. **Development Consultant Job description** was revised to reflect current responsibilities. It was moved and supported to accept the revised description
 - c. **Fall Fund Raising.** Building on an approach of GR Civic Theatre, we would offer donors opportunities to sponsor a 20-30 minute lawn-chair concert in September outdoors on their property. Social distancing would be controlled; small groups would perform. Patrick will approve all music. Perhaps section leaders and Dickens singers would be involved. Cost to sponsor would be around \$200.
 - i. Patrick is enthusiastic about this possibility and has many ideas.
 - ii. Advertising would be through email blasts, social media, and press releases.
 - iii. Jay may work on this project, depending on his work responsibilities.
 - d. **Chorale Spotlights.** To keep interest in the Chorale while performing is not possible, we will create short videos for social media and email blasts, in addition to the Music Monday, focusing on singers and behind-the-scenes people (Kristin and Betty, for example). Tom volunteered to work on this project; Chorale Corner, or another catchy name, was suggested.
 - e. **Clarification about board terms.** Current bylaws state that board members serve for three year terms and may serve a second term.
 - i. Mihai and Pam are serving their second terms.
 - ii. Tom, Jenny, Maura, Jean, Ruth, and Terri are in their first terms.
 - iii. Carol and Jean talk about Carol's role and term. Bylaws can be changed if necessary. Jean will bring any suggestions to the Executive Committee.
 - f. **Other information.**
 - i. Jean and Patrick will send a joint email to the Chorale this week. A later email will explain about dues and ask about continued involvement.
 - ii. Discussion of the year-end report will happen at the August board meeting.
 - iii. Holding an annual meeting is important, especially since one was not held last year. Logistics will be discussed in August.
 - iv. Betty and Jean on working on creating a time-line so all are aware of upcoming issues.

- g. **Treasurer's Report.** (attached) Because of funds raised at GNfS, cash is better than expected. In fall, we will need to keep a very close eye on expenses. Question raised: *How much needs to be raised in a fall fundraiser to keep our funds sufficient for our expenses?* It seems unlikely that the Chorale will qualify for small business non-profit grants since we have no employees (staff are on contract).
- 5. **Operations Manager Report.** (attached) Betty will work on getting copyright licenses for the virtual concerts. She will also work on updating the mailing list.
- 6. **No report from Development Consultant.**
- 7. **Artistic Director Report** (attached)
 - a. Rather than have a virtual concert with other choirs in the fall, we plan a Fall Live..ish concert of about 50 minutes on Sunday, October 11, streaming on our YouTube channel at 7:30 pm.
 - i. To promote excitement about a virtual concert, the Chorale will record *One Voice*, and Patrick will complete this project by the end of July.
 - 1. Leaders will record themselves with piano accompaniment by Kristin and pass their recording to others in their section. Perhaps some small groups will tape at Patrick's studio.
 - 2. Patrick and Jean will handle the editing. Patrick has recently purchased new software to help with this project.
 - 3. Patrick will decide how to use the final product: As a teaser? On social media? As part of the fall concert?
 - ii. Patrick envisions having an opening and closing selection by the Chorale. Other performers would be trumpeters Bruce Formsma and Kent VanTill; Patrick and Kristin Baron piano duo; harpist Phyllis Miner. Additional performers may be added.
 - b. The holiday Live..ish concert will be Sunday, December 13 at 7:30 pm on the YouTube Channel.
 - c. Patrick hopes the Sunday, March 14 concert will be live at First Reformed at 3 pm. Beethoven meets the Beatles will celebrate the 250th birthday of Beethoven and 50 years since the Beatles' Abbey Road album went platinum.
 - d. Grand Night for Singing will also be live, he hopes, in May. He wants to record it and use the video as an additional fundraising tool.
- 8. Miscellaneous discussion
 - a. The next Music Monday will celebrate Christmas in July, using photos and music from the Chorale's holiday concert.
 - b. Three volunteer positions are open. New board members are welcome to volunteer on these OR in other areas where their skills and interests can be well used.
 - i. Grants. Gene Gess may help on future grants, but we need more help, especially for MACACA grants. Betty and Julie have been helping with other smaller grants.
 - ii. Fund Raisers
 - iii. Strategic Planning
- 9. Meeting was adjourned at 8:45 pm

Next Board Meeting: Monday, August 10 7 pm via Zoom
Next Executive Committee: Sunday, July 26 4 pm via Zoom.