

Holland Chorale  
Board Meeting  
July 12, 2021  
7 pm via Zoom

Attending: Julie Anderson; Tom Busa; Jenny DeGraves; Mark DeWitt; Jean Lemmenes; Maura Reynolds; Sarah VandenBrink; Carol Zeh

Absent: Terri Borgman; Patrick Coyle; Mihai Craioveanu; Jay Gainforth; Ruth Hofmeyer; Betty McLarty

Jean called the meeting to order at 7:10. Welcome to Mark DeWitt who is attending his first board meeting; thanks to Carol Zeh who is beginning her term as vice-president.

1. Minutes of the June 7, 2021, board meeting were approved as submitted.
2. There were no additions to the agenda.
3. **Executive Committee and President's report**
  - a. Board member recruitment. Keon Atkins has agreed to join the board. If approved, he will attend his first board meeting in August. He is especially interested in increasing the diversity of the Chorale. Tom moved that Keon be approved; Julie seconded.

Jean has discussed with Patrick the variety of roles the working board has/should assumed: some roles have changed (for example, at one time there was a financial committee; the Chorale also used to offer benefit concerts for local non-profits). Jean pointed to several "holes": one is community outreach and engagement, in the local schools, community groups, churches, and other venues. Adventures in Harmony will fall under this role. Sarah is excited to assume this role. Another is philanthropy: Mark intends to work on this issue, highlighting how the Chorale enriches our community; this will result in a culture of philanthropy and giving. As part of his work, Mark will involve Chorale alumni and promote our endowment fund (several small funds currently exist at the Holland Zeeland Community Foundation). Yet another is diversity: Keon has expressed interest in focusing on this role.

- b. Development report. Jean shared a document, Sponsorship Opportunities for 2021-2022 (posted separately). Notes: Platinum sponsors might be partial sponsors if pledging at least \$2,500. We won't advertise "partial sponsors" but will explore the possibility if asked. If board members want to use this document to communicate with potential donors, Jean asks that she be informed to keep communication channels clear.
    - c. Update on staff reviews. Staff reviews are completed; Kristin is pleased with her raise.
    - d. Current projects/events in planning stages
      - i. 2021-2022 season
      - ii. Grand Night for Singing
      - iii. Adventures in Harmony
  4. **Treasurer's report** (posted separately). Julie reported that we had improved on our last year's fiscal budget, wonderful given these challenging times. Our MCACA grant and season sponsorship were key to our fiscal health. We have received a refund of a portion of our deposit for the 2020 Grand

Night for Singing: the event was cancelled, and the venue has been sold. It's unclear whether we'll receive more. Julie will follow up with Betty.

5. **Artistic director's report** (posted separately). Jean encouraged the board to promote the new season, especially since some singers may be disappointed that the entire Chorale will not be rehearsing together immediately. We expect to have a wonderful season: let's promote it!

As is clear in Patrick's report, it was decided not to be involved in Tulip Time next year. Carol hopes that we can find ways to be involved in Tulip Time in the future as part of our community engagement. Tom and Jean (both members of the Chorale) support Carol's idea, especially if we have sufficient time to plan beforehand.

6. **Operation manager's report** (posted separately). Betty filed her report before the decision was made not to be part of Tulip Time, so her discussion of the Chorale's involvement in Tulip Time is no longer relevant.
7. **Working board updates:**
  - a. Operations committee chair: Carol Zeh. Carol has developed a short email survey, asking for emails, addresses, etc. and intention to participate next season. She will also include the schedule of events. The email will be sent later this week. The opening event will be August 31, a "Chorale Family Reunion." Carol supports the idea of providing a dinner, rather than having a pot-luck, and board members agree. Carol will brainstorm details with Betty and other singers.
  - b. Communications/Marketing: Carol Zeh. Invitations for Grand Night for Singing have been sent. Carol will work on a handout about the season to distribute during the event. She continues to send e-mail blasts and has updated the website. Carol has found a logo for the Adventures in Harmony poster; Pam approves enthusiastically. This year, the girls will be given tee-shirts, using the same logo.
  - c. GNFS co-chair: Terri Borgman (because Terri wasn't able to attend, Jean reported). In the past, the board has contributed funds (over the cost of the ticket) to use as a matching fund during the event. Jean will prepare a report for the August meeting. The Langejans Award is typically given during the dinner. Criteria are not clear, so Jean will contact Carol Bechtel who chaired the event in 2019. Typically, the committee selects the award winner.
  - d. MCACA - Betty McLarty (Team Manager)
  - e. Adventures in Harmony: Pam Pierson (contact-Betty)
  - f. Special projects support - Jay Gainforth
  - g. Librarian report: Ruth Hofmeyer (& Jo Meeuwssen). Betty and the librarians are working to collect and file the music from 2019-2020. Singers are beginning to return their music.
  - h. Ticket manager: Ruth Hofmeyer & Terri Borgman
  - i. Good will ambassador: Terri Borgman
  - j. Individual fundraising coordinator: Mihai Craioveanu—no report
  - k. Other grants: Jenny DeGraves. Jenny is on watch lists for grant opportunities. She encourages the board to let her know about any opportunities for grants.
  - l. Strategic planning champion: Tom Busa. Tom reports that we are doing a good job of following our plan.
  - m. Other fund raising (open position)

The meeting was adjourned at 8:30.

Next concert/event: GNFS - Sept 16

Next meetings: Executive Committee—July 25, 2021, 7:30 pm (via Zoom)

Board meeting—August 2, 7pm (via Zoom). We hope the September meeting will be in person with some members participating electronically.