

Holland Chorale Board Meeting  
Monday, October 4, 2021  
7 pm via Zoom

Attending: Julie Anderson; Keon Atkins; Terri Borgman; Tom Busa; Patrick Coyle; Jenny DeGraves; Mark DeWitt; Jean Lemmenes; Betty McLarty; Maura Reynolds; Carol Zeh

Absent: Mihai Craioveanu; Jay Gainforth; Ruth Hofmeyer; Sarah VandenBrink

1. Jean called the meeting to order at 7:03.
2. Minutes of the September 13, 2021, board meeting were approved as submitted.
3. Additions to the agenda: discussion of the price of concert tickets; resignation from the Board of Ruth Hofmeyer
4. **Executive Committee and President's report** (posted separately)
  - a. Review of *Grand Night for Singing*. Consensus was that the event was very successful. Kudos to the committee.
  - b. Setting criteria for Langejans Award. Patrick suggests that a small group set the criteria: perhaps a past award winner, himself, another music educator, Cal Langejans, and Sarah VandenBrink. Decisions to be made: Choral music educator only? General music teacher? What level—elementary, middle, high school, college? Patrick and Jean will discuss and gather the group.
  - c. Review of *Music Monday*. Some wondered if we needed to continue with them since we will be performing in person this season. We'll have info on social media before the concerts; email blasts, etc. Keon suggests that we use *Music Mondays* when we're not performing. Jean reminded us that we need to submit social media items for our MCACA grant report, so these items are important. Carol hopes that someone will take over posting on social media; the job has fallen to her by default. Patrick feels that if we're clear about what we need for this job, we can ask for volunteers at rehearsals. Mark moved that we discontinue *Music Mondays* but use other shorter social media blasts to draw the audience; Tom seconded. The motion passed.
  - d. Masking at concerts. Mark suggests that the venue or artist should set any requirement; he feels that approach leads to greater clarity. Chorale singers are required to mask. First Reformed does not have a mask mandate. Concerns: will we lose audience if we require masks; will we lose singers if we don't require masks? Mark suggests that at Hope the joy of being together far outweighs the discomfort/dislike of masking and encourages us to recognize that this approach, made in a spirit of unity rather than a spirit of fear, is a good one. Maura moved that we encourage our audience to be masked and that we provide masks should they be requested. Carol seconded. Motion was approved.
  - e. Covid protocol for West Michigan's Children's Choir at the Holiday Concert. Jean suggests that we have an exemption from our Covid protocol for these children. Patrick suggests that we honor the policy of the children's choir (which requires masking) Carol moved that we approve an exemption from vaccination and testing for the members of the West Michigan Children's Choir, but that masking remain required. Jenny seconded. The motion was approved.
  - f. Concert ticket prices. Tickets will remain \$20, with students being free.
  - g. We may be able to live stream our Holiday Concert, with a link available for a fee. Keon thinks this may draw more patrons. If licensing is required, Betty needs concert information soon. Patrick believes that the licensing needed for the concert will be small since some music is in the public domain. Betty believes that we may be able to use part of the grant we received from Macatawa

Area Coordinating Committee to help underwrite the live streaming and honorarium for children's choir. Betty will follow up.

- h. Ruth Hofmeyer has resigned from the board. She would like to continue to be involved in *Grand Night for Singing* and committees. Terri will send a thank-you; other board members are encouraged to thank her as well.
  - i. Development report (attached separately)
  - j. Current projects/events in planning stages
    - i. Dickens Quartets. Dave Schallert is ready to go. We can advertise if there are singers.
    - ii. Replacement for *Adventures in Harmony*. From Pam Pierson's point of view, there is not another event planned. She would like to use Kimberly Adams for next year's *Adventures in Harmony*.
5. **Treasurer's report** (posted separately). We're in good financial shape. Thanks to the committee for *Grand Night for Singing*—the group kept expenses down. We'll have a better picture of our finances after MCACA grant. Julie was thanked for doing such a great job on our finances.
6. **Artistic director's report** (posted separately). 40 singers are planning to sing; the mix of voices is a concern. Patrick looks forward to rehearsal tomorrow.
7. **Operation manager's report** (posted separately). Will we send an end-of-the-year letter asking for donations? Consensus was to send. Last year, we sent it out before Thanksgiving. Mark and Jean will talk to put together a fresh approach. Mark encourages us to stress gratitude, perhaps including photos from the Gala. Jean thanked Betty for her great work.
8. **Working board updates:**
- a. Operations committee chair: Carol Zeh. Carol is working to get documentation settled. She, Jean, and Patrick will confer about set up for rehearsals.
  - b. Communications/Marketing: Carol Zeh. Carol has had few responses for digital ads; only 5-6 have been sold. Emails blasts about season concerts will continue, but not a card listing all our concerts, since we will offer only two this season. Separate post cards will be sent for each concert.
  - c. GNFS co-chair: Terri Borgman
  - d. MCACA - Betty McLarty (Team Manager)
  - e. *Adventures in Harmony*: Pam Pierson (contact-Betty and Sarah)
  - f. Special projects support - Jay Gainforth
  - g. Librarian report: Ruth Hofmeyer (& Jo Meeuwesen)
  - h. Ticket manager: Ruth Hofmeyer & Terri Borgman
  - i. Good will ambassador: Terri Borgman
  - j. Individual fundraising coordinator: Mihai Craioveanu
  - k. Legal and grant assistance: Jenny DeGraves
  - l. Strategic planning champion: Tom Busa
  - m. Philanthropy service: Mark DeWitt
  - n. Community engagement: Sarah VandenBrink
  - o. Ethnicity and Inclusion: Keon Atkins. Keon will send Jean possible title for his area.
9. The meeting was adjourned at 8:45

Next concert/event: Holiday Concert, December 12, 2021  
Next meetings: Executive Committee—October 24, 2021 via Zoom  
Board—November 1, 2021 via Zoom