Holland Chorale Board Meeting Monday, November 8, 2021 Via Zoom

Attending: Tom Busa; Patrick Coyle; Mihai Craioveanu; Jenny DeGraves; Mark DeWitt; Jean Lemmenes; Betty McLarty; Maura Reynolds; Carol Zeh

Absent: Julie Anderson; Keon Atkins; Terri Borgman; Jay Gainforth; Sarah VandenBrink

Jean called the meeting to order at 7:10. There was not a quorum for this meeting.

- 1. Minutes of the October 4, 2021 board meeting were approved as submitted. Since there were no changes to the minutes, the board agreed to approve without a quorum.
- 2. There were no additions to the agenda.

3. Executive Committee and President's report

- a. The Board has been contacted by several who feel strongly that masks should be required for concert patrons at the Holiday Concert. Patrick suggests this wording, "Out of an abundance of caution and for the sake of the children in the Choir and all in attendance, masks will be required for the Holiday Concert." Because there was not a quorum at the November meeting, Board voting on a mask requirement for the Holiday Concert will happen via email. The Board is asked to reply quickly. Maura moved and Carol seconded.
- b. The artistic committee will meet soon to make recommendations about our next season (2022-2023). Adventures in Harmony will be in October at the request of the high school choir directors. Patrick reports that in the past it has been challenging for the Chorale to be well-prepared for both Adventures in Harmony and an October concert. He further reports that he likes the additional preparation this year's schedule (without an October concert or Adventures in Harmony) has provided for the Holiday Concert. Carol wonders what would be the impact of offering only two, rather than three, concerts: lower dues; fewer ticket sales; support of singers. Patrick believes that this year's schedule should not be considered a model for future seasons. He would like to see more outreach to the community, possibly a guest conductor, possibly involvement with Tulip Time. What is the best time to schedule Grand Night for Singing? Mark suggests September; Patrick liked this year's venue.
- c. Update on MCACA. Our grant next year is \$13,750. First payment will come in February after paperwork is completed. Betty will share the comments from the reviewers about our application.
- d. Update on streaming the Holiday Concert. Betty is working on licensing; she believes it would cost \$500-600. If we charge for streaming, the cost to license will be higher. Some of the pieces involve the Children's Choir and cannot be posted. Patrick expressed some concern about posting the concert without seeing the quality of the video. First Reformed has five cameras; Betty is trying to find volunteers to run them. Two people who help with video at her church may help. Betty will check with Tom at First Reformed to see if he would be able to tape. Patrick thinks that even if the video is not uploaded, it would be good to tape to see what might be possible for the future. If, after we look at the video, we decide to post a part of the concert later, we would at that time request the streaming licensing.

- e. Year-end campaign: three different types of letters will be sent. Jean and Mark worked on and will sign them. Carol has posted information on our web page.
- f. Sustained giving: Mark will discuss at a future meeting.
- g. Board member recruitment/development. Jean and Carol are discussing; given the low attendance, this item will be discussed at a future meeting.
- h. Financial development report. Jean is hoping to hear from Jack Miller about support for the holiday concert. On November 23, Mark will attend a rehearsal to talk with singers about sustained giving. Jean believes that establishing a group of people focused on finances is important; she is suggesting herself, Carol, Betty, Mark, and Julie. Do we need to hire someone to handle financial development issues?
- i. Current projects/events in planning stages
 - i. Dickens Ensembles
 - ii. Holiday concerts
- 4. **Treasurer's report** (posted separately) The 990 for FY21 is posted on the website. The board should review and forward any questions to Julie. Cash is still holding steady. We are starting to see the impact of changing from original plans but are still managing expenses in line with revenue, so net is not significantly changed.
- 5. Artistic director's report (posted separately)
- 6. **Operation manager's report** (posted separately)
- 7. Working board updates:
 - a. Operations committee chair: Carol Zeh. She's been working on Covid protocols, getting dues, collecting signed harassment policies.
 - b. Communications/Marketing: Carol Zeh. Digital ads haven't gone as successfully as hoped; six or seven have taken ads. QR codes on the posters will lead people to the advertisers. Carol suggests that a board member or volunteer handle digital ads in the future.
 - c. GNFS co-chair: Terri Borgman
 - d. MCACA Betty McLarty (Team Manager)
 - e. Adventures in Harmony: Pam Pierson (Board contacts are Betty and Sarah)
 - f. Special projects support Jay Gainforth
 - g. Librarian report: Jo Meeuwsen (not a Board member)
 - h. Ticket manager: Terri Borgman. Terri has met with Sally Zenas (who handled ticket sales pre-pandemic) to talk about ticket sales. She will mail tickets to those who get complimentary tickets. She will work on setting aside pre-ordered tickets.
 - i. Good will ambassador: Terri Borgman
 - j. Individual fundraising coordinator: Mihai Craioveanu
 - k. Legal and grant assistance: Jenny DeGraves
 - 1. Strategic planning champion: Tom Busa
 - m. Philanthropy service: Mark DeWitt
 - n. Community engagement: Sarah VandenBrink. Jean has met with Sarah about her role. Sarah will talk with Patrick as well. As we work on a revision of our strategic plan, Tom will brainstorm with Sarah, Keon, and Patrick to dream and explore ideas.
 - o. Ethnicity and Inclusion (?title?) : Keon Atkins

Meeting was adjourned at 8:45.

Next concert/event:	Holiday Concert—December 12
Next meetings:	Executive Committee—November 28, evening.
	Board meeting—December 6, 7 pm via Zoom