

Holland Chorale  
Board Meeting  
Monday, January 3, 2022

Attending: Keon Atkins; Tom Busa; Patrick Coyle; Mihai Craioveanu; Jenny DeGraves; Jean Lemmenes; Betty McLarty; Maura Reynolds; Sarah VandenBrink; Carol Zeh

Absent: Julie Anderson; Mark DeWitt

1. Jean opened the meeting at 7 pm.
2. Minutes of the December 6, 2021, board meeting were approved as submitted.
3. There were no additions to the agenda.
4. **Executive Committee and President's report** (posted separately)
  - a. Board resignations. Ruth resigned in October, and her responsibility as librarian will be taken by a non-board member. Jay has resigned; he will be replaced by a member of the artistic committee. Patrick will consult about this. Terri has also resigned: she will miss the next three meetings and will be out of town for the next concert.
  - b. Recruiting new board members. Jean has approached four people to serve on the board; two have turned her down, but may serve in the future; one has not yet responded. Steve Hook is interested in having a further discussion. Jean will approach several others as well. Patrick encouraged us to think about our needs and fill the board positions with those who can meet those needs. We need an operations committee chair, a Grand Night for Singing chair, a ticket manager, and a goodwill ambassador. Patrick wondered if having meetings via Zoom might help us attract board members since they would not need to travel to attend.
  - c. Board member development and roles. Jean commented that she feels we are putting band-aids on some of our issues rather than tackling them in the context of long-term planning: Covid is partly responsible. Some board members, especially Jean and Carol, are taking on too many responsibilities. Patrick reminded us that not every job needs to be handled by a board member; he believes it would be easier to recruit volunteers for specific jobs (like ticket manager or good will ambassador) rather than to recruit volunteers for the board. He believes that Betty, as operations manager, could serve as ticket manager. Jean has investigated the organization of other working boards: she recommends that we appoint a sub-committee to look at how the board can be organized to focus on our long-term goals. Carol believes that we should hire a free-lance graphics person. Jean is concerned that Carol cannot continue with all her current responsibilities when she becomes president in the summer. Jean wonders if we should hire someone to handle communication; Patrick believes that someone should be hired to handle marketing; this person could also supervise a graphic designer. Jean believes that hiring someone for communication and marketing is important. Keon wondered what the next steps would be. Jean responded that we need to consult with Julie about funding a position and about whether the person would be a contract employee (the IRS has specific guidelines for contract positions). Patrick suggested that we consult Mark for possible funding sources.

- d. New board roles: Diversity, equity, and inclusion: Keon has submitted a description of his role as DEI ambassador, part of the long-term strategic plan of the board, and has researched DEI positions at other organizations (his description is posted separately). Keon is also interested in feedback from board members. Board members responded positively to his ideas. While supporting the approach, Patrick wondered if funders might push back on the description; we should be aware of this possibility. Jean shared an article Betty sent about the importance of DEI to strategic planning; she will send to all the board.
  - e. Covid policy updates for winter/spring semester: Jean and Carol pointed out the inconsistencies in our current policy. The group discussed our current policy and consulted the new CDC guidelines as listed by Ottawa County Health Department. Jenny suggested that we modify or reorder our policy rather than use the more complicated and confusing list provided by OCHD. Tom suggested that we make the guidelines the same for those who test positive as well as those who have been exposed to someone who has Covid-19. Tom moved that the policy be revised: the paragraph beginning “I acknowledge that if I have knowledge...” and the sentence “In the event of exposure, I agree to...” be eliminated. And other sentences be revised. “I have not tested positive in the last ten days.” And “I have not been exposed to someone with a suspected and/or confirmed case of Covid-19 in the last ten days.” Maura seconded the motion. The motion passed.
  - f. Financial development report—Jean. Jack Miller’s check arrived; his \$5,000 will make him a platinum sponsor, as Lighthouse is.
  - g. Current projects/events in planning stages
    - i. Winter season start
    - ii. Development/sponsorship revisions—sub-team meeting in winter
5. **Treasurer’s report** (posted separately)
- a. Cash continues to trend in a positive direction.
  - b. Year-end donations were higher than expected.
  - c. Budget/actual: we are doing well for the season.
  - d. Some have paid dues for the entire year; total is fine.
  - e. Expenses are in line with budget.
6. **Artistic director’s report** (posted separately) Patrick has requested permission to arrange a piece for the March concert. He is waiting for approval. Patrick shared his plans for the March concert. Betty wondered if the concert would be live-streamed. It was suggested that we handle the March concert the same way we did the holiday concert: we want people to attend the concert, rather than watch it online. Patrick commented that Tom from First Reformed did a great job of recording and expects that he can do so again. If we handle this way, we can control the content rather than post the entire concert.
7. **Operation manager’s report** (posted separately). Betty will meet with Julie; her count of money raised through ticket sales for the holiday concert is different than Betty’s. Her total of end-of-year gifts is also different.
8. **Working board updates:**
- a. Operations committee chair: Carol Zeh. Carol is trying to determine who will be singing in winter/spring semester; she expects around 40 people. She and Betty will follow up about dues.
  - b. Communications/Marketing: Carol Zeh. Carol is working on the graphic for the March concert.

- c. Philanthropy service: Mark DeWitt
- d. Community engagement (including AiH with Pam): Sarah VandenBrink Sarah met with Patrick to brainstorm how her role will develop in three areas (continue and expand educational partnership/activities; create more collaborative artistic projects; build/strengthen relationships with other (non-artistic) community organizations).
  - a. Diversity, equity, and inclusion ambassador: Keon Atkins
  - b. Strategic planning champion: Tom Busa
  - c. Good will ambassador and ticket manager: Terri Borgman
  - d. Individual fundraising coordinator: Mihai Craioveanu. Mihai has agreed to serve on the subcommittee to discuss overall fundraising efforts. Mihai will talk with Jim DeBoer again about serving on the board; Jean has had several meetings with Jim about serving on the board, and Jim had declined.
  - e. Legal and grant assistance: Jenny DeGraves. Jenny has spoken with a board member of another arts organization about potential grants. She has found the resources he provided helpful and will circulate the information to Jean and Betty.

Jean ended the meeting at 9:15 pm.

Next concert/event: March 27, 2022  
Next meetings: Executive committee: Sunday, January 30  
Board meeting: February 7, 2022, 7 pm via Zoom