Holland Chorale Board Meeting Monday, May 1, 2023, 7pm First Reformed Church and Zoom

Attending: Keon Atkins; Steve Hook; Casey Lampen; Jean Lemmenes; Mike Pikaart; Jennie Reyes; Maura Reynolds; Carol Zeh

Absent: Julie Anderson; Patrick Coyle; Jenny DeGraves; Mark DeWitt; Sarah VandenBrink;

- 1. There were no additions to the agenda.
- 2. Minutes of the April 3, 2023, board meeting were approved as submitted.
- 3. Executive Committee and President's report (posted separately)
 - a. DeVos Capacity Building Program. The planning committee met with Michael Kaiser in person. Michael shared some potential goals for the Chorale. Patrick shared the new season with the singers.
 - b. Board development. By unanimous vote, Jo Meeuwsen was added to the board. The slate of new officers will be voted on at the June board meeting. Mark DeWitt has resigned from the board; Mike will send a note to Mark. Mike has been recruiting other members and will share lists and encourage ideas from the board. Mike has been working with Michael Kaiser about additions to the board, especially non-singers.
 - c. Dues. There was continued discussion about paying dues. It was moved to leave the annual membership at \$200 or \$100 per semester (for those travelling or not singing): Mike moved, and Casey seconded. Mike suggested that we also include an option for members to contribute to a fund for scholarships.
 - d. Season and individual ticket pricing. The board suggested that the ticket prices be \$20 for the holiday and spring concerts and \$30 for the Chanticleer concert. After discussing these prices with Patrick, we will set a season ticket price. We will not have early bird discounts or reduced prices for students. Price for the Cabaret will be set later; only 84 seats will be available.
- 4. **Treasurer's report** (will be distributed when available)
- 5. Artistic director and Artistic Committee's report
 - a. Casey reported that the Artistic Committee had met only once this year. Casey will discuss with Patrick: she has a list of possible dates for the artistic committee to meet and hopes Patrick will approve a schedule of meetings soon. Among items to be discussed: Cabaret: auditioned? Sign ups?
- 6. **Operation manager's report** (posted separately)
 - a. Our audience at the April 30 concert was 152, with 20 comp. tickets. Jennie shared results of surveys.
 - b. It's hoped that the painted piano can be used at *Adventures in Harmony*, especially since the event will be at the Miller Center, and that representatives from the Boys and Girls Club will attend. So far, \$9,193.48 has been raised for the piano.

- c. We've been encouraged by Michael Kaiser to increase our social media presence, especially by using informal photos of/by singers. Jennie Reyes will check with Jenny DeGraves: do we need to get permission to post photos/videos of singers on social media? Jennie has added 9 new names to our email distribution list.
- d. Jennie has solicited portfolios from graphic designers. Casey volunteered to look at what is submitted. Carol cautioned that we need to be careful about turn-around times. Jennie and the board would like to have the season announcement ready to publicize soon.
- e. Carol and Patrick suggest ads on Blue Lake for Chanticleer and Messiah. Mike shared Foley Schuler's contact information with Jennie.

7. Working board reports and updates:

- a. Communications/marketing: Carol Zeh and Jennie Reyes. Jennie will look at the video of the April 30 concert and consult with Patrick about which music she should request licensing for. There was discussion about asking the mayor to do a short video promoting the Chorale.
- b. MACC grant: Mike Pikaart will meet with Patrick next week for the narrative part of the grant (due June 1). Casey volunteered to look through the application before it's submitted.
- c. GNFS and Artistic Committee: Casey Lampen. Casey is getting quotes from locations. Typically, GNfS has been scheduled on a Thursday evening in May after the season and Tulip Time have ended: May 16, 2024?? To avoid conflict, Casey will check the dates of fundraisers scheduled by other non-profits (Chamber of Commerce and Lakeshore Non-profit Alliance post such lists online).
- d. Community engagement (including AiH): Sarah VandenBrink
- e. Diversity, equity, and inclusion champion: Keon Atkins. Holland Pride Festival is June 24. We can sign up as a resource table from 10-noon. Charge is \$30 for table; \$20 for space without a table. hype our season, recruit singers, and raise public awareness. Keon moved that we have a table at the Holland Pride Festival.
- f. Strategic planning champion:
- g. Philanthropy service:
- h. Good will ambassador: Steve Hook. Board members will contact Steve about whom to send thank you notes.
- i. Legal and bylaws: Jenny DeGraves
- j. Membership Engagement: Jill DeVries. Laurie Goshern will serve on Jill's committee. Jill is focused on recruiting singers. Typically, singers are asked in July if they plan to return next season. Jill requests that we include birthdays on the audition form; she likes to send birthday cards to singers.

Next meetings: Executive Committee: May 21, 2023

Board meeting: June 5, 2023