

MEETING MINUTES – Long Term Planning - February 18, 2019 9:00pm

Genesee Chorale Board
405 E. Main St Batavia

Attendees: Marsha Coy, Heather Lovelace, Amy Perl, Al Barcomb, Janine Fagnan, Peg Thomas, Cindy Furman, Jim Ellison, Nancy Hoag, Ric Jones, Sharon Larsen, Mark Christensen

I. Minutes – Peg -- Minutes from January 2019 approved

II. Treasurer Report – Jim – Shared 2018 Profit & Loss -See treasurer’s report

III. Fundraisers

Marsha – Rep. wants to come in and explain it to the group, 40-45%,

Review of goals -

2018 Goal: \$4,000 Gross (Greater attention to fundraising costs and NET profits)

2018 Actual: \$4,369.60

2019 Goal: Maintain, \$4,000 (with attention to a balance of profit to effort)

IV. Spring 2019

April – “Voices of the Earth”

Heather contacted Go Art for a student recycled art collaboration. Art pieces to be displayed at the St. James concert. Each student to get comp tickets.

V. Meetings

March 5th – Go Arts Awards – Amy and Marsha will attend

March 3rd – Greater Buffalo Friends of Music - Sharon and Peggy will attend

VII. Future Planning

A. Board Terms & Turnover – concerns about a large turnover in a single year. To ease the transition and maintain a balance of new and experienced members, the following have chosen to end their terms early:

Name	Current Term Ending	First Term (Post 2014)	Total Terms Served	Term Out Date
Heather Lovelace , President	8/30/20*	2014-2016	3	8/30/20 end 2019
Janine Fagnan, President-Elect	8/30/19^	2015-2017	2	8/30/21
Peggy Thomas, Secretary	8/30/19	2017-2019	1	8/30/25
Jim Ellison, Treasurer	8/30/19^	2015-2017	2	8/30/21
Al Barcomb	8/30/20*	2014-2016	3	8/30/20
Mark Christensen	8/30/19^	2015-2017	2	8/30/21
Marsha Coy	8/30/20*	2014-2016	3	8/30/20
Cindy Furman, Vice President	8/30/19	2017-2019	1	8/30/25
Sharon Larsen	8/30/19^	2017-2019	1	8/30/25
Nancy Hoag	8/30/19^	2015-2017	2	8/30/21 end 2020
Amy Perl	8/30/20*	2014-2016	3	8/30/20 end 2019

Discussion also included amending term years. Currently full. We will also start recruitment NOW
Start Shadowing jobs sooner

B. Strategic Goals – 2018 Reflection and Setting for 2019

Subject	2018 Goals	2018 Reflection	2019 Goal
Fundraising	\$4,000 & set fundraisers	Met and exceeded goal (\$4300)	Maintain goal of \$4000
Attendance	Improve outreach senior centers etc.	More than 700 people attended our concerts 10 tickets given to residents of Senior Housing 15 to sponsors. 7 used.	Increase attendance Offer comp tickets to art students at Go-Art
Sponsorship	Create solid patron book team Better division of roles	Team included Peggy and Jim Relatively smooth process	Consider creating a patron listing Ask membership about a listing. Post patrons on website (If we do the booklet again, make sure Jim gets copies of forms)
Outreach	Increase subscribership to newsletters; make newsletters more robust	Newsletter was sporadic	Recruit a newsletter writer Increase Subscribers – add people who have bought tickets online
Membership	Maintain contact with members, old and new	Old members contacted and invited back. Maintained snack nights, ball game, Christmas party – all well attended	Maintain contact with members

Scheduling/ Larger Music Community:

2019: Local area scheduling. Maintain contact with GSO and other organizations, attend GBFOM Choral Meeting,

Programing:

2020 – An invitational in February

2021 – plan for a summer trip – Al, Fran, Cindy – U.S.

2022? - Side by Side partnership with a High School

Annual Meeting Date – Set for April 8th

Meeting Adjourned. –

Genesee Chorale 2018 Season

Attendance Statistics

Performance	Memory Lane
Date	March 4, 2018
Time	4 PM
Venue	St, Joe's School 2 Summit Street Batavia NY 14020
Total Attendance	290
# Comp Tickets Used	0
# Children (Free Under 10)	7

Performance	Call of Humanity
Date	May 4, 2018
Time	7 PM
Venue	St. James Episcopal Church 405 East Main Batavia NY 14020
Total Attendance	113
# Comp Tickets Used	1
# Children (Free Under 10)	3

Performance	Call of Humanity
Date	May 6, 2018
Time	4PM
Venue	Pavilion High School Pavilion NY 14525
Total Attendance	69
# Comp Tickets Used	1
# Children (Free Under 10)	1

Performance	Glory & Majesty
Date	December 14, 2018
Time	7 PM
Venue	Grace Baptist Church 238 Vine Street Batavia NY 14020
Total Attendance	296
# Comp Tickets Used	5
# Children (Free Under 10)	11

Please note that the Genesee Chorale relies on volunteers to handle ticket sales and audience recording at each of our performances. While we train our volunteers and give them all resources necessary, our volunteers are always focused on accurately processing ticket sales and quickly admitting our audiences.