

## AGENDA

### Genesee Chorale Board

April 9, 2018 9pm

St. James Episcopal Church

405 E. Main St., Batavia NY 14020

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

**Absent:** Marsha, Jim Ellison

Meeting called to order

**Minutes** – Minutes from January, 2018 approved

**Treasurer Report** – Al (see treasurer's report) -- Earned more than \$5000 at concert, & more than \$1000 with quilt raffle.

**March Concert Reflection - Ric/Amy** - Excellent Attendance (more than the 250 chairs available)

Discussion – When choosing a location, consider number of chairs available as well as occupancy.

Should we consider using same venue (St. Joe's) and borrow more chairs, or consider a bigger venue?

Discussion – This was a busy year. To avoid too much pressure between fun and main concerts, consider for future – overlap songs, choose a few easier pieces or ones we've done before (with a larger group we are learning slower). Perhaps have a smaller group perform more difficult pieces, But the fun concert is a big fundraiser and a big crowd-pleaser.

**GoArt** - Heather -- Program notifications submitted April 5, 2018 via Submittable. Updates need to be sent once arrangements finalized for D. Baldwin's visit

**Dan Baldwin Visit** - Ric – We will host a “meet the composer” event from 6-7, Monday April 30<sup>th</sup>. Community invited. Choir to provide snacks. Dress rehearsal to follow. Ric and Sharon will coordinate publicity.

Lodging at Heart Hotel – 2 nights in the Hope room \$266.56

Transportation – someone needed to pick him up at airport; Ric will host and take him to meals and NF.

**May 4 Concert** – Ric/Heather

Timeline - Heather

i. Poster – 4/16 Heather

ii. Tickets – 4/16

iii. Press Release – 4/23?? - Sharon

iv. Newsletter – Heather

v. Publicity to rehearsal – 4/30 with Dan Baldwin in residence

Logistics – Mark – Joe is ready for riser moving for both locations

Tickets – Amy – needs at least 4 ticket takers per location – only one box of patron books left – Need to order more so we are satisfying our obligation to patrons. Heather will order them.

Tickets will not be numbered, and will be only one color.

Other Needs? – Ric – layout may be an issue --

**May 6 Concert** -- Insurance forms are taken care of. Ticket takers needed. Risers need to be set up.

**Group Photo** – Amy – postpone to fall

## Annual Meeting - Heather

Heather will condense this into a 5 – 10 min quick report for after or 10 min before rehearsal 4/23.  
Rachel and Jim can put together the financial

Elections

**vi.** Need to know if anyone is leaving or NOT running again.

**vii.** Two-Year Term (9/1/17-8/30/19)

- |    |                  |    |               |
|----|------------------|----|---------------|
| 1. | Jim Ellison      | 5. | Cindy Furman  |
| 2. | Nancy Hoag       | 6. | Peg Thomas    |
| 3. | Janine Fagnan    | 7. | Sharon Larsen |
| 4. | Mark Christensen |    |               |

**viii.** Term Ending 8/30/18 - all eligible for only 1 more term ending 8/30/20

1. Heather Lovelace – Yes IF there is someone who will be CO president next year and then president the following year.
2. Marsha Coy - ?
3. Al Barcomb – yes, but not treasurer
4. Amy Perl

Heather will send out another reminder about board membership

Update member survey for Meeting – Jim -- We can send it in an email that night

Revisit the issue of fundraisers at June meeting.

Knives – rada cutlery,

Main St. Pizza

### Strategic Goal Reflection and Setting for 2018

Subject	2017	2018
Fundraising	\$4,000	Leave at \$4000, and reassess profit margin
Attendance	Improve outreach to senior center, the manor, etc.	Comp tickets were given to senior center. We will continue to improve outreach
Corporate Sponsorship	Redefine sponsor and patron levels and benefits; set new goals – DONE	Create a solid patron book team. (Mark can help.)
Outreach	Increase subscribership to newsletters; make newsletters more robust	Heather beefed up newsletter with video and links Ric to add emails of people who have purchased tickets online.
Membership	Add 5-10 New Members (New members include old members who have rejoined after a year or more away) – GREAT!	Exceeded – 18 new members. We will maintain contact with new members

#### Long-Term Goals

Work towards creating a longer-term strategic plan (5 year?)

- b. Growing in musical ability (quality)
- c. Growing membership and audience
  - a. Tracking these from year to year is helpful to address issues
- d. Consider the age-ranges for longevity of the organization
- e. **Consider holding an invitational within next 2 years - 2018-2019 PRIORITY**
  - a. **Pick a date Spring 2019 – no February concert**
  - b. **Pick a venue – Grace Baptist?**
  - c. **publicize this coming year -----postpone for another year**
- f. Scheduled auditions to bring new people in - FALL 2017 PRIORITY
  - a. Ric will schedule and share with Sharon
- g. Advertising prior to start of season
  - a. Janine will check on prices
- h. **Side-by-Side Partnership with High Schools**
  - a. Tried in the past, but not successful
  - b. Public service opportunity, board service
  - c. **Byron Bergen High School – Excellent Choral Program – Larry Tallman**
    - i. **Not same year as Invitational (Spring 2019)**
    - ii. **Talk now to move forward in a year or two**
- i. Growing our reputation as an organization within the community
  - a. Work to build a relationship with GSO in light of new leadership
    - i. We have reached out to GSO. Waiting to hear from them.
- j. Travel/Touring performance -----
  - a. Gauge interest now for future stuff
    - i. Include in survey
  - b. **Stay in USA for first time – SUMMER 2020 ----- Plan it in the summer 20??**
  - c. Survey questions for Joan to prepare:
    - i. Interest in traveling/touring
    - ii. **Board should send other survey question ideas to Jim**
      - 1. **Done**
- k. Diversify our funding sources

**a. Operational Tasks/Goals**

**XII. Organizational Goals**

- a. Catalog Library
- b. Ginny Tiede was historian, Ric will contact her to try and retrieve our things
- c. Update and Maintain archives of publicity, fundraisers, etc.
- d. Equally distribute board work assignments
- e. Database of performance venues with fees, feedback, etc.
- f. Work towards early planning of concerts dates and locations
- g. Stay right-sized to avoid paying taxes and fees

**XIII. Assignments Follow-up**

- a. More efforts to publicize early with post cards, bus trips for seniors, etc. – Nancy & Janine
  - i. Nancy is working on publicizing with Genesee County Office for the Aging
  - ii. Find out who activity coordinator is
  - iii. Get on the Calendar
  - iv. By next meeting, send spring dates/locations to them
- b. Catalog Library – Nancy and volunteers - SUMMER
  - i. Heather will provide Merry Lou with a form for cataloging
- c. Create files in the cabinet for grant artifacts by year – ASK CHORALE FOR HELP

**REMINDERS:**

April

- Schedule Fall concerts
- Send press release for May concerts 3-4 weeks prior to concert with follow up closer to date
- Develop poster proof for distribution 2 weeks before the concert
- Send Newsletter about upcoming concert
- Distribute tickets for sale 2-3 weeks before the concert
- Ensure riser and other logistics are in order for concert venues
- Recruit ticket sales force for each concert
- Invite new board members to shadow current board members

May

- Notify rehearsal location of end date
- Finalize any extras for concert (refreshments, raffles, info cards, etc)
- Schedule picnic and Muckdogs game – **they are in flux --**
- File 990, CHAR500

Next meeting – JUNE 11<sup>th</sup> Location and time TBA

Submitted by  
Peggy Thomas