

Genesee Chorale Board
Meeting Minutes - January 13, 2018
Uberconference call 10:00 -11:30

Attendees: Heather Lovelace, Ric Jones, Mark Christensen, Al Barcomb, Jim Ellison, Peg Thomas, Sharon Larsen

Absent: Amy Perl, Janine Fagnan, Cindy Furman, Marsha Coy, Nancy Hoag

1. Minutes from Nov. 2017 approved.
2. Treasurer Report – Balance as of today \$13,783.64(for full report see Al) Deposit paid to Daniel Baldwin
3. December Concerts Reflection
Everyone pleased at turn out and reception. Attendance at St. James between 300-340. Two different colored tickets were confusing for some. (This was done because one concert was grant funded and one wasn't) Ric to ask for more assistance with ticket sales, and he will follow up with St. Mark's about check
4. Patron Book
 - Summary – Income = 5,925.00
 - Items that need follow-up -- GCC invoice (check with Kathy Malone) and LP graphics
 - More Clarity of Corporate Sponsors needed because there are still some shared price points. Al suggests pushing patronage to avoid any language problems that might come from corporate sponsorship. We will look at it for next year. Ric will remove sponsor page from website.
 - Clarity of process and roles – 2017 effort didn't have a clear leader to oversee project. A timeline is available in the dropbox. We will make notes and review in June, and look for a solid team of volunteers.
5. TechSoup – Microsoft Office Suite
 - Issues with website - trying to resolve – 50 seats – we install and it should be good to go. Heather will bring disks on Monday. Sharon and Peggy will install on their computers
6. Fundraising Schedule 2017-18
 - Ongoing
 - These may need more explanation - we cannot assume everyone knows what is happening
 - Tops Cards are still being handled by Rachel – They can be purchased through pay pal, too.
 - Donation Box - Al will put it out (in middle of the food?). And give updates – maybe make a music note thermometer to show progress?
 - Cans
 - Amazon Smile
 - Spring -
 - We won't do Alex's BBQ again- over-saturation
 - Quilt raffle –so far 69 tickets sold = \$345 (had 350 tickets printed) Can sell at day of concert. Peggy will take the quilt to MCC to sell tickets. Perhaps others could take it to work, also.
 - Main St Pizza – status?
7. Grants
 - Rachel completed GoArt Final Report

- Al will attend the GoArt awards March 1
- Rachel completed the “New Music U.S.A.” grant for the composer Project
- No Other Funding opportunities at this time.

8. March Concert

- Timeline
 - Poster – Heather– distribute by Feb. 12th
 - Tickets – available by Feb. 12th
 - Press Release – Sharon to send out short blurb for community calendars by Feb. 3rd. And two weeks prior she will send out a Press Release and invitation for photos.
 - Newsletter – Peggy will write the newsletter and send out on Mail Chimp by Feb. 18.
- Logistics – Mark – we will need risers for March 4th concert.
- Other Needs? – Ric - Audio – he will ask to set up the day before.

9. May Concert

- May 4th at St. James – Mark will notify riser guy

10. Annual Meeting

- Date: Monday, March 19th.
- Elections

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

| | |
|---------------|------------------|
| Jim Ellison | Nancy Hoag |
| Janine Fagnan | Mark Christensen |
| Cindy Furman | Peg Thomas |
| Sharon Larsen | |

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

| | |
|------------------|------------|
| Heather Lovelace | Marsha Coy |
| Al Barcomb | Amy Perl |

Members need to decide if they are going to run again, and we need to approach people we think may be good on the board

- Update member survey for March Meeting
- 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 | 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) | Exceeded – 18 new members. We will maintain contact with new members |

11. Long-Term Goals

- Briefly discussed long-term goals (5 years). Suggested that we see how this season goes. An invitational is a good way to beef up membership, but we don't need that right now. Consider traveling in 2020.

To Do:

Prepare materials for March presentation

Those up for reelection need to decide. Others to consider holding an office.

Scope out future board members

Bring Snack to Jan. 15th rehearsal

Set dates for spring meetings – do on the 15th.
