



Meeting Minutes

December 14, 2014, at The Rex, 6pm

In attendance: Julia, Dave, Tina, Krystal, Susan, Liz, Caroline, Anne Marie

ACTION ITEMS:

1. *JA – videos to JN or SBL for website, Crowdrise asap*
2. *? - Auditions: new registration info for website*
3. *AMK & JN – meeting with Matt Pearson re use of Leonardtown percussion*
4. *SBL – Jan audition press releases*
5. *SBL - choir banner; choir brochure*
6. *SBL - Crowdrise*
7. *JN – order choir scanner; trifold board (Susie)*
8. *KD – track down choir videos & photos*
9. *JN with AMK – drum set*
10. *KMc, KD – looking for choir parent for board*
11. *LD, KMc – choir audition/recruitment flyer*
12. *JN, SBL – orch flyer?*
13. *KD,LD,LBS,KMc – questionnaire to send out to future venues who invite choir performance*
14. *ALL – board recruitment*

I. Call to order

II. Minutes from November 2014 – approved

III. Financial Report– Liz

- Account balance \$9328.71
 - In = \$3766.91 (concert proceeds from Orch concert and choir concert, tuition, donations)
 - Out = \$3401.55 (payment to choir directors, insurance premium, choir shirts, music)
 - Orchestra Concert= \$328 concert proceeds
 - Choir Concert: = \$557 concert proceeds
 - 97 paying adults, 24 paying kids, some non-paying kids, 6 comp tix, = about 130 people total
 - Ad sales = \$95 for both choir and orchestra (\$20 outstanding)
 - Donations:
 - family who read Enterprise article (\$100)
 - Nancy Matus -> family trust (\$500)
 - Free tix – good thing to do? - 15 comp tix used at SMYOrch concert (2 went to old SMYOrch members)

IV. Orchestra Report – JN & AMK

- Spring: possibly doing joint choir-orchestra concert?
 - Laurel planned around May 7 – so we're going to try for that date
 - AMK & JN hope meet w Matt Pearson at LHS, to discuss use of percussion
 - Goal = joint concert at LHS?
 - Repertoire issue – choosing something for both groups to do together
 - Is it too early to try this?

- KMc mentions LD's preference to defer a joint concert until after the choir is bigger and stronger - choir needs to be doubled in order to carry over the orchestra?
- Don't want to lose the feeling in the church – LD has expressed to KMc preference to keep the venue small
 - Pro: good for recruitment?
 - Issue of rehearsal logistics – when could both groups get together
 - Plan for one combined piece at the end – holds audience there
 - LHS is an awkward stage = almost like theater-in-the-round
- Song Licensing fees: Liz suggests we do licensing for both groups together once per season, bc of high cost of processing fees
 - Would require deadline on submitting repertoire - at least 1 month ahead or more
 - Don't think there's an expiration date for our permissions
 - SBL would like to have CMK review details of online licensing application
- Jan. plans: open rehearsal Jan 12th, auditions following Tues & Wed (no school M that week)

V. Choir Report – KD and KMc

- Concert at HUMC went well!
 - Great energy; kids had a good time
 - Positive feedback from individual parents
 - Ticket sales was a little crazy – lots of people in small foyer
 - Can we do any kind of presales of tix? Online? Sell in advance at rehearsals?
- 2nd concert -Maxwell Hall, Hughesville – historic house - not as successful bc of problems with venue (no place to warm up; mini-keyboard; group/audience too large for space)
 - won't do this venue again
 - for future: questionnaire to send to future venues who invite choir performance, asking basic questions about the facility
- Looking ahead to Spring season:
 - LD made flyer– a choir selfie – will use to advertise and recruit – post on FB
 - Plan is to recruit hard in next 2 weeks
 - Press release on audition dates to go out this week
 - NO MORE FLYERS printed out and distributed to schools – will send flyers electronically to make direct contact with teachers...
 - General consensus we aren't attracting students via flyers – plus, we generally feel little support from the teachers in the schools
 - Because of the “how did you learn about us?” question on audition form, we know most came via Enterprise, or heard of choir through other channels
 - Plan for social night at Nicoletti's - Sunday after auditions: Jan. 11
 - Goal for the spring: Blue Crabs performance
 - Auditions Jan. 8
 - KD to email choir families – will ask for concert photos and parent interest in joining Board
 - KD to contact dad who did concert video
- Recruitment ideas:
 - big feature article in *Enterprise* – followed by open rehearsal
 - If we send photo + caption, they are likely to print...we write pieces for them
 - Trade ads in programs with COSMIC
 - Small ad in Chopticon spring musical program – targeting band players

Collect emails at concerts → could have a laptop at ticket table, people type in contact info directly

VI. Discussion Topics

- Board committees
 - JA & KD not yet on committees –
 - KD as Manager to be involved in recruitment
 - KD's skills in computers/database management/stats/research → can become Charms expert?
 - willing to take over LJ's role with website
- Board recruitment
 - LJ has officially left the board
 - All on Board need to be thinking about recruitment
 - JN hoping for someone with Marketing/PR experience

- Choir parent on Board?
 - Idea to have a parent come to next meeting (Jan 4) and give perspective on 1st season
 - KD to email choir parents in hopes of recruiting for the board
 - Website
 - JN in communication with Greg Corliss
 - No sense of when it might be ready
 - Need for photos and videos
 - Greg requested rehearsal dates to set up Google calendar
 - Drum set
 - Urgent need to get it out of CHS
 - JN will connect with AMK this week
 - Insurance renewed
 - Fundraising (Susan)
 - Moving forward with Crowdrise
 - All board members to get invitation to create team member profile and start communicating w their own circles for fundraising
 - Need photos and videos!
 - Must get orchestra videos from JA asap – AMK to talk to her Thursday

VII. Other

- FIELD TRIP to the The Rex back room theater!!!!!!!!!!

VIII. Adjourn

COMING UP

- **SPRING MEETING DATES: all at 6pm**
 - **Jan 4**
 - **Feb 8**
 - **March 8**
 - **April 12 (afternoon meeting)**
 - **May 3**
 - **June 14 (bring your family?)**