



Board Meeting 09 Jan 17

Members Present:

Beardall, Margaret	Gesler, Tim	Kullas, Dan	Morel, Felice
Bock, Jim	Haglund, Norm	Lauth, Nancy	Phinney, Cynthia
Chamberlin, John	Hartman, Jay	Leatherman, Brian	Runkel, Cindy

Reports:

1. [Artistic Director's Report \(Leatherman Lowdown\)](#)
2. [Executive Director's Report \(Runkel Rundown\)](#)
3. [Artistic Committee Report](#)
4. [Cherry Tones](#)
5. [Development Committee Report](#)
6. [Membership Committee Report](#)

Meeting called to order at 1830

1. Review and approval of previous minutes – Approved as amended
2. Financials
 - a. We are in very good shape at the moment
 - b. There may be several outstanding invoices for rehearsal spaces
3. Ticketing Discussion
 - a. No changes to ticketing this season
 - b. Research ticketing services to hire
 - c. Continue member sales
4. New Business
 - a. Discussion involving performance folders
 - i. Provide folders for new members
 - ii. Direct members to sources to purchase their own
 - b. Invitation to participate in Aurora Philharmonics Beethoven's 9th
 - i. Last Sunday of October 2017 at 1500
 - ii. Dress rehearsal on the preceding Friday
 - iii. Board has declined to participate
 - c. Discussion regarding the Annual Showcase
 - i. Shelved for further discussion

Meeting adjourned at 2026

Artistic Director's Report

1. We've received a feeler from Aurora Phil on Beethoven's 9th. Details to follow.

Executive Director's Report

1. PRODUCTION

- a. While very well attended, our December concerts did not pose any "overflow management" issues; however, I feel we were well-prepared if this had been the case (THANK YOU to Janet & Tim!). I plan to distribute Janet's full Ticketing & Box Office report at the board meeting.
- b. Our Ticketing & Box Office Task Force will reconvene on February 8th to review and analyze our current policies and procedures, some having been implemented/tested as a result of our initial Task Force meeting in the fall.
- c. Mike Freeland has done extensive research on options available for having a ticketing service handle our online ticket purchases. I plan to have his recommendation(s) for our meeting.

2. ADMINISTRATIVE

- a. Norm Haglund, John Chamberlin, and I met on January 4 with Megan Caldwell, a pro-bono attorney, referred by the Colorado Non-Profits Association. We focused on:
 - i. Staff contracts - review and update 4 existing and create for 4 "new" positions
 - ii. Commercial Liability Insurance - review and assess our current coverage, especially with risk concerns related to our risers and with patron and member safety issues at Bethany, etc.
 - iii. Collaborative Performers contract - creation of a document or Letter of Agreement for all of our collaborators
 - iv. Review our Bethany User Agreement after Norm and John have done so, again especially regarding risk provisions

3. MARKETING

- a. I have directed our graphic designer to begin work on the spring concerts reminder post card which will be direct mailed to our 2200+ mailing list around February 1st
- b. Promo posters are completed for March and May concerts
- c. We plan to promote our March concert on KEZW and our May concert on KVOD

4. COMMUNICATIONS

- a. Here, from Mike Freeland, is an overview of our new cell phone system. He and I will be meeting with our Verizon rep this Thursday to strategize and activate several new features and capabilities; just as soon as we are up and running effectively, Mike will terminate our CenturyLink service ASAP:
- b. The Chorale now has its own cell phone because:
 - i. Our current phone-mail system is antiquated, cumbersome to maintain and costs about \$55.00 per month
 - ii. We have only one device, an iPad we use for accepting credit card payments at concerts. Carol Bradley is the keeper of the iPad. Two are needed at the box office, and at present, Larry Cercone is using his phone, data and Wi-Fi hot-spot to facilitate credit card acceptance.
 - iii. The Chorale has had no physical phone from which to conduct business, nor to take direct calls (in my opinion, this phone number should NOT be published).
 - iv. The technology incorporated in phones today goes far beyond messaging and calling, so future implementations of available (often free) technology through Google and Verizon are now available to us.
 - v. Eliminating the CenturyLink phone tree in favor of a smartphone and its attendant technology is, at least for the first year or so, revenue-neutral, then should be no more than about \$30.00 per month above our costs for the CenturyLink line.
- c. Current status
 - i. The phone is in our hands (Cindy's), and is fully functional for regular communications with Verizon.
 - ii. Because of the proximity of the holidays when we acquired the phone, we elected to wait until after the first of the year to:
 1. Install Go-Payment (software which communicates with Carol's Intuit account, in which she keeps the Chorale's financial data). This gives us immediate credit card-acceptance capabilities for such things as dues, donations and the elusive logo products etc.
 2. Set up a sophisticated voice-mail system* to replace the current CenturyLink system. The proposed system is sophisticated in that, although we will have the same

number of mail boxes at first, we will add new mailboxes and features as we need them, or as they become available.

- a. Some details on the new voicemail system will be accessed through the same number we've always had (ported from CenturyLink). It will be answered by a Verizon "electronic receptionist" (free) who will exhort callers to press numbers for auditions, ticket information, leave a message etc. Instead of needing someone to call and check the mailboxes for messages, the new system (through Google Voice, free) will transcribe each message to text and send an email to its intended recipient. Vastly more efficient and reliable.

Artistic

1. Next meeting Sat., Jan 21.

Cherry Tones

1. In December, we had 5 gigs in addition to the Chorale concerts:
 - a. Dec 3 Georgetown Christmas Market - pd. \$150;
 - b. Dec. 4 Denver Pavilions (downtown) - pd. \$250;
 - c. Dec. 14 PEO meeting - pd. \$150;
 - d. Dec. 17 -Tagawa Gardens - pd. \$600;
 - e. Dec. 22 - SE Denver Rotary breakfast at Cherry Hills Country Club - pd. \$250.
 - i. We got a standing ovation and an invitation back next year with a raise. :)
2. We turned down several other requests due to lack of time.
3. I've added Nicole Seng to the Tones and will audition two more women. We still need more men.
4. We're losing M. Spatz as a tenor and Pete LaFleur's situation is tenuous.
5. For "The Rainbow Connection" for the March concert, 8 additional people will join us.
6. We have 2 invitations to retirement centers for "gigs" but we don't have a lot of non-holiday repertoire built up with the newish group.
7. Thanks again to the board for supporting us. Morale is high and we're looking forward to rehearsing again this week!

Development

1. Colorado Gives Day: We received \$9,716, of which \$114 was our bonus
2. SCFD: Previous year Final Report (due Feb 10) in progress
3. Marilyn Bogan will prepare the 2017-18 application (due March 14)

Membership

1. Elliott Magalnick attended our Holiday Concert
2. CASH / CHECK (ONLY!) for dues payments in January
3. New logo lanyards, nametags & nametag windows coming for all singers & volunteers
4. Keep encouraging purchase / use of grocery store cards!
5. Subcommittee continues seeking alternate Saturday, post-concert cast party site