



Board Meeting 17 April 2017

Members Present:

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

Reports:

1. [Development Committee Report](#)
2. [Marketing Committee Report](#)
3. [Membership Committee Report](#)

Meeting called to order at 1829

1. Review and approval of previous minutes – Approved as amended
2. Financials
 - a. We are 5,600 ahead of budget
 - b. Income is below projections, but so are expenses
 - c. We should be very close to target
 - d. 2018 Budgeting
 - i. Production costs may be down from previous year. Maintaining previous year's projections to cover for unforeseen circumstances.
 - ii. Marketing is lowering projected expenditures by \$5,000
 - iii. Development is anticipating \$27,000 from SCFD
 - e. Board authorizes \$200 donation to STAR for use of conference room
 - f. Board is considering a donation to Arapahoe Community College
 - i. Awaiting a final budget to determine an amount
3. Actions
 - a. Write thank you letter to Arapahoe Community College
 - i. John
 - b. Look into BMI/ASCAP licensing, to be charged to production budget
 - i. Cynthia
 - c. Schedule spaces for annual meeting planning meeting and budgeting finalization
 - i. Cindy

Meeting adjourned at 2027

Artistic Director

1. TRAVEL OPPORTUNITIES:
 - a. We will meet on April 26
2. CPR RECORDING:
 - a. Rutherford's latest email (4/14/2017):
 - i. *Hello, Directors -
Thank you so much for all your efforts and wonderful music making in the CPR Performance Studio. Your recordings are being produced as I write this. Before anything airs, I'll make a copy available for you to review for your final approval. Would you do me one last favor, please? At your earliest convenience, take a snapshot with your phone of the title page of each of the pieces you performed in the studio. This will capture for us all the information we need about title, composer, arranger, publisher, etc. You can send those back to me at this email address.
Again, thank you so much! What a fun project, and great to have you all in the studio. I'd like to speak with each of you about having your ensembles come in when you have something more significant to share, either just before or just after a concert you are particular proud of. Keep me in the loop on what you're doing.
Have a great spring and summer, and send along the snapshots as soon as you can.
Thanks!
David*
 - b. Liz has sent the above-mentioned snapshots. If you're curious, the email was also sent to the following: Kevin T Padworski (Colorado Chorale), Jena Dickey (Young Voices of Colorado), Deborah DeSantis (Colorado Children's Chorale), Brian Eichenberger (Columbine Chorale), & Chris Maunu (???????)
 - c. MEETING WITH DEVIN HUGHES:
 - i. I met with Devin to propose hiring/collaborating with the APO Sinfonietta in March of 2019. He feels the best way to sell it to THEIR board is to include an overture which the full APO would not normally program and include a piece to be composed by their composer in residence. I would conduct the program.
 - ii. Cherubini Medee overture; Composer in residence piece; Rutter Requiem.
 - iii. Response from Erin Acheson, their ED, is good.
 - iv. It will further help if we participate on their concerts in 2017-18. They need:
 1. A group of women (doesn't need to be all of our ladies) for Holst Planets on Oct 21, with rehearsal Tu Oct 17 (can be anytime during that rehearsal you'd like) and Fri Oct 20 dress rehearsal (around 8:15/8:30).
 2. AND Mozart Magic Flute (in German) chamber choir, ~24-30 singers April 21-22 rehearsals TBD.
 - v. We also discussed the following:
 1. And Verdi Requiem in 2019-20.
 - vi. PS. I noticed this on their website: *We've switched to new online ticketing and donation software which means no extra online ordering fees and convenient print-at-home ticket options for single tickets*

Development

1. Arapahoe County Cultural Council (SCFD) interview went reasonably well.
 - a. The one "dinger" was a member's observation that they're paying us a lot for every Arapahoe County resident at our concerts.
 - b. We emphasized the point that most of our performances are in Arapahoe Co, but without a facility that has an Arapahoe Co "identity," it was difficult to differentiate our appeal specifically to Arapahoe Co.
 - c. We did mention our involvement in exploration of an Arapahoe Co specific venue.

- d. We should still be ok with solid funding for 2017-18 (SCFD tax revenues are up), but we should take another look at how we can better appeal to Arapahoe Co residents.

Marketing

1. The Marketing Committee is in the process of promoting the May concert.
 - a. All social media outlets are pushing the concert. All online calendars have been updated. Constant Contact will go out soon. Also, sponsorships for the next concert have been purchased with KVOD.

Membership

2. The expertise to produce name badges went away with Mary Ann Stevens.
 - a. We are re-creating the process, with some struggling.
3. Please keep encouraging the purchase and use of grocery store 'gift' cards.
 - a. Our revenue figures are running behind last year.