



Board Meeting February 17, 2020

Attending: Cady Girten, President
Lisa Blunck, Vice President
Trevor Girten, President Elect
Tom Reiners, Past President
Margaret Beardall, Artistic
Brad Folsom, Marketing
Kay Frevert, Membership
Brian Frevert, Production
MK Schnese, Treasurer
Jann Folsom, Bookkeeper
Kent Hugill, Development
Brian Leatherman, Fearless Leader
Will White, Assistant Conductor Extraordinaire
Cindy Runkel, Executive Director
Marilyn Bogan, planned giving

Absent: Nancy Lauth, Secretary
Dan Meyer, Outreach

1. Meeting was called to order at 6:00 pm.
2. January minutes approved unanimously, as amended.
3. Financial Statement
 - a. MK has put together a summary financial document showing budgeted \$ vs. actual \$ spent for each committee. This function is no longer supported by our online QuickBooks application, so she is creating it manually to streamline communication. Thank you MK!
 - b. The CCI grant \$6,500 deposit is not currently reflected in income within the Marketing budget.
 - c. MK will correct the typos within the current treasurer's report.
 - d. CDs for the Christmas 2019 concert:
 - Brad Folsom designed the cases and duplication of the CDs is now being completed "in house", costing \$306 not including recording costs. Income from CD purchases was \$500, resulting in approximately \$200 in profits.
 - e. Showcase Concert:
 - There have been many positive comments about this year's show content and the flow of the production. 92 tickets were sold. After accompanist stipends and miscellaneous expenses, net profit was @ \$370.

4. Leatherman Lowdown

- a. Beethoven's 9th Collaboration with the Colorado Symphony, July 26, 2020 at Red Rocks Amphitheater:
 - In an informal poll of the membership at a recent rehearsal, most members raised their hands to show interest in participating.
 - The symphony is willing to pay for our rehearsal room and conductor/accompanist's rehearsal time. Brian Frevert will calculate 4 nights of rehearsal room costs for Brian Leatherman.
 - Wednesday 7/22/2020 rehearsal with the orchestra at Boettcher Hall
 - Sunday 7/26/2020 afternoon orchestral rehearsal at Red Rocks and evening concert performance
- b. Future Lone Tree Symphony Orchestra Collaboration:
 - Brian is continuing to research and discuss options with Jacinda (LTSO conductor). A true collaborative performance is a priority.
 - Reminder that if we perform at a location other than Bethany Lutheran Church or the Lone Tree Arts Center, the performance venue will need to be added to the insurance policy to cover liability.
 - Security support would only be available if the venue is within the Cherry Hills Village city boundaries.
- c. Arapahoe Philharmonic Orchestra Collaboration, Verdi Requiem in March 2021
 - We are confirmed to perform with the Arapahoe Philharmonic Orchestra at the First Church of the Nazarene.
 - Waiting on confirmation of the exact dates, but this concert will replace our regular CCC March concert
 - The Chorale will perform as a guest of the orchestra for a \$3,000 stipend.
 - We need to create a plan for marketing this performance to our audience.
- d. Showcase Concert Policy Updates:
 - A proposed draft of the updated Showcase Concert policies was shared and a motion to adopt was approved unanimously by the board.
 - Brian L. will take out any "draft" language and will include the date ratified by the board before adding this to the member handbook.
 - Kay will forward the finalized document so it can be added to the CCC Member Website.

5. Runkel Rundown (no separate agenda items, topics will be addressed during committee reports)

6. Committee Reports

- a. Artistic (Margaret): no updates to the artistic committee report
- b. Development (Kent):
 - Marketing efforts have been successful, 27% of donations are from non-members
 - March concert online ticket sales have been slow so far, with approximately 120 total tickets sold for the two concert nights. We need to remind members to actively advertise our concerts.

- c. Marketing (Brad):
 - An email blast regarding upcoming Supporting Cast Donations will go out in the next couple of weeks.
 - Another email blast advertising our March concerts will be sent. Typically ticket sales are evenly divided between online sales, individual members selling tickets, and purchases made at the door.

- d. Membership (Kay):
 - Dues scholarship guidelines were discussed, with an added definition of “one semester only.” Kay will update the draft guidelines for board approval at the March 2020 board meeting.

- e. Outreach (Dan): not in attendance

- f. Production (Brian F.): no updates to the production committee report

7. Old Business

- a. Tagawa Concert Sponsorship:
 - Tagawa will continue to include an advertisement in our concert program and sponsor a concert, but they are moving away from having a table/selling product at concerts. This has not been a good return on their investment.
 - Continuation of Tagawa gift card sales has not been confirmed, Kent will follow up with any information that needs to be included in our concert intermission announcements.
 - Tagawa is potentially restructuring their fundraising procedures, more information TBA.

- b. Legacy Donations/Planned Giving (Kent and Marilyn Bogan)
 - It is important that board members show monetary support for the Chorale, for future grant applications including SCFD.
 - All board members are encouraged to donate a minimum of \$100/person to the Legacy Fund over the next 6 months to show board member support of this program.
 - Designated Legacy Fund/Planned Giving donations are important to ensure the ongoing legacy of the Chorale.
 - Kent will email the intention form to every board member and requests a return of completed forms in the next week.

- c. Remote Voting Options:
 - As this is not a likely need, the board decided not to propose a change in the bylaws at this time.

- d. Open Board Positions:
 - Current bylaws state that any Chorale member can be nominated for the artistic committee chairperson position. Historically, there has been a limited number of artistic committee members to support effective committee functioning and the chairperson is a current member of the committee. Per current bylaws this can be a recommendation, but not a requirement.

8. New Business

a. Online Ticket Purchasing Feedback:

- Brad F. received a patron email suggesting potential improvements to our online ticket purchase process. Currently a patron must click through more than 8 pages to purchase tickets online.
- Include a visible reminder online and at the box office that when purchasing tickets by credit card, patrons will see "PayPal" and not "Cherry Creek Chorale" on their credit card bill. There have been several instances of reported credit card fraud/unable to collect payment for tickets because this has been unclear.
- Brad F. recommends collaborating with Ron Lester and Mike Freeland to streamline and promote ease of access to online ticket sales.
- Suggested an announcement at rehearsal to alert members they will be meeting and to ask for volunteers interested in collaborating.

b. Early Admission to Concerts for Patrons With Physical Needs:

- Patrons with physical needs should be allowed early admission into the concert venue, including family/other members in their party.
- When the box office opens at 6:30, the doors to the concert hall will be open with ticket takers ready to welcome patrons.

9. Meeting adjourned at 7:34 PM.

Respectfully submitted,
Lisa Blunck, Vice President