



**Board Meeting Minutes
November 14, 2022**

Attending: Mary Moyer, Pres
Maura Mackintosh, Vice Pres (by phone)
Leslie Beahm, Pres Elect
Ron Lester, Past Pres
Kathleen Meier, Treasurer
Gloria Srikijkarn, Artistic
Brad Folsom, Marketing
Jann Folsom, choral member

John Chamberlin, Fundraising
Brian Leatherman, Artistic Director
Suzanne Compton, Executive Director
Brian Frevert, Production
Kay Frevert, Membership
Meredith Davis, Outreach

Absent: Will White, Associate Conductor
Katy Fink-Johnson, Sec.

1. Meeting called to order via zoom at 18:34.
2. No additions to Agenda.
3. October 17, 2022 minutes were approved as amended by Kathleen. She hadn't given ticket numbers which had been included in the minutes.
4. Review of Financial Statement and Treasurer's overview--Kathleen
 - a. Kathleen will send out more questionnaires for the upcoming NYC trip. Final payment is January 13th.
 - b. Tax returns due November 15th, but an extension was applied for. Charges for tax preparation \$100 more than was budgeted for.
 - c. Ticket revenue was on target for what was budgeted.
 - d. Kathleen continues to work on getting Suzanne and Mary on the bank accounts at Wells Fargo. WF is hard to reach. Ron and Kathleen are co-signers
5. Staff/Committee Reports:
 - a. Leatherman Lowdown
 - i. No additional applicants for CherryTones conductors.
 - ii. Butts in seats: Maura is going to continue to try to connect with non-profit groups to give tickets to. She named several organizations that she thought may benefit from free tickets and also help address our diversity issues.
 - iii. Brian asked how many tickets we could dare to give away out of total allotment. Capacity of venue is 800, Christmas usually sells 600. We sold closer to 400 in October.
 - iv. Suzanne mentioned trying to foster a relationship with families to get some to volunteer, get a free ticket, and help foster kids being brought up in music.
 - v. Maura will reach out to Meredith to do outreach for the parents and kids.
 - vi. Brian requested discounted tickets for 5280.
 - vii. Brian stated he would not be prepared to do a patron Zoom prior to the concert. Before the concert, they'll do a concert bells 101. Not sure about video system usage--\$100 per use.
 - b. Executive Director report--Suzanne
 - i. Suzanne has been busy doing a multitude of tasks for the Chorale, including continuing to work on the Procedures Manual.
 - ii. Fundraising—Suzanne went to a fundraising seminar where she learned the main trick to receiving money is to ask for it and define what you want.

- c. Marketing--Brad
 - i. Referred to his report in the Dropbox.
 - ii. He stated that it is possible to provide a discount code for tickets within the ticket software we use.
 - iii. We will use a full program for Christmas.
 - iv. In New Business:
 - 1. Brad explained why we may need a computer and program for others to do the graphic design rather than using an outside designer that costs money.
 - 2. Can get Larry (another Graphic Designer) on the team?
 - 3. Table the discussion until we know we have someone to take the torch.
 - 4. Perhaps have a small paid fee for graphic designer. And keep the Marketing as a volunteer position. Brian suggested making the program yet another person's responsibility to lighten the load between marketing materials and programs.
- d. Membership – Kay
 - i. We have three new tenors.
 - ii. Brian continues to audition some people.
- e. Production—
 - i. Presented his report.
 - ii. Showcase will happen at Bethany this year.
 - iii. Colorado Music Institute was visited and it looked like a fantastic location. Budgeting cost is lower than what Bethany costs.
 - iv. Box office Wi-Fi was fine.
 - v. Mary M. donated an iPad for box office and Mike is setting it up.
- f. Artistic—Gloria
 - i. Planning for the 2023-24 season is complete.
 - ii. Brian will present the program in December.
- g. Fundraising—John
 - i. Discussion with Colorado Creative Industries.
 - 1. Performed highly for quality.
 - 2. Need to do better with diversity, including age.
 - 3. Because of Covid, the normal pattern of funding means you get funded for two years and then need a break. But more organizations requested funding during Covid so we are not likely to get money. But next year, try to improve diversity and apply again. If we can make it to the >\$100,000 earnings bracket, we can make more money. Where we are today, we only make \$4000, max.
 - 4. We need to define diversity.
 - 5. We got \$650 in donations.
 - 6. Program ads were something discussed. We used to make \$2000/yr
 - 7. Brian mentioned asking people to underwrite music expenses for upcoming concerts. He would really like to get that started.
- h. Outreach—Meredith
 - i. She reached out to ADI director who suggested looking at other music groups. She reached out various music groups
 - ii. She asked about a radius for looking at other musical groups. South suburban and also Arapahoe County were the general consensus.
 - iii. Meredith asked about how outside the box to go and it became clear there are some limitations. Cherry Tones needs to get back to doing Outreach.

6. Old Business:
 - a. We already spoke about CT search.
 - b. Already spoke of Carnegie.
 - c. Refer to Strategic Planning report.
 - d. Editing bylaws needs to be done as well as the handbook. Keep the bylaws high level and put changing things into the Handbook.

7. New Business
 - a. Box Office— Ticket selling incentive presented by Mary: Cynthia knows how many tickets each member has sold. Try to find a way to increase sales from the choir members. Brian suggested we start trying to gamify things for March.
 - i. Ideas included: how many people sold all four tickets and they get a prize or the chance for a prize.
 - ii. Meredith, Brian, and Folsoms will be a committee to come up with a game.
 - b. Mary reorganized the Dropbox. Everything is under one folder now (Maura left meeting at 20:19)
 - c. Membership handbook updates – Kay: philanthropy and fundraising needs to be changed. Asked each of the board members to look through their job description and see if there are edits. Send to Kay by 1 Dec so it can be presented at the December board meeting.
 - d. There was a vote on accepting the cost of printing a full concert program. The vote passed.
 - e. Discussion occurred about people accompanying for Showcase. The choir voted to pay Bonnie \$50 per act that she accompanies.
 - f. Susanne will look at pricing for pins for some rewards and recognition.
 - g. Mary brought up the iPad use as a music folder and how some audience members found it distracting. The general reaction was that it wasn't worth pursuing.

8. Action items – will be sent by Mary

9. Next meeting—Our next meeting will be **December 12, 2022** in Zoom

10. Meeting adjourned at 20:37.

Respectfully submitted,
Leslie Beahm, President Elect and Secretary-for-a-day