



# Minutes

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August 11, 2025 Board Meeting | 6:30pm  
Location: Teams (Remote)

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## In Attendance:

**Gia Viscardi** (President), **Nancy Lauth** (Vice-President), **Colleen Parsley** (President-Elect), **Nathan Bill** (Past President), **Kathleen Meier** (Treasurer), **Gareth Smith** (Secretary), **Karen Sandberg** (Production), **Leslie Beahm** (Membership), **Sue Warren** (Fundraising), **Brian Leatherman** (Artistic Director), **Will White** (Associate Director)

## Absent:

**Margaret Beardall** (Artistic Committee)

**Meeting called to order at 6:35 p.m.**

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*Meeting opened with a toast to Mike Freeland, with love and gratitude for the work and heart he put into the choir. May the Chorale live on in his memory.*

## Motion to approve July 2025 Board Meeting Minutes

- The minutes were reviewed and corrections were noted to amend formatting / non-substantive content.
- Motion to approve the minutes as corrected was made by: Nancy.
  - Seconded by: Karen.
- Decision: Passed unanimously.
  - Nancy will submit the revised, approved minutes to Gia.

## Financial Report: Kathleen

- Reporting on the first month of the fiscal year. Not much activity in July.
- Most significant task is to revise the budget and get it approved, accounting for:
  - changed marketing expenses, including costs of new marketing professional / graphic artist changes / website maintenance and updating;
  - May concert changes (including updated costs from Bethany, for security, and for orchestra);
  - Mariachi group for the October concert. Brian is still looking at options -- professional groups are very expensive and he is now reaching out to student groups.
- The budget is needed for some grant applications; Kathleen would prefer to send a final, approved, revised budget rather than a preliminary one.
- California fire relief fund: deadline for donations is August 15. Kathleen will work with Jann to send the funds.

- Nathan will send Kathleen the website for the California Choral Directors' Association to find information on how to make the donation.
- SCFD has sent a letter about picking up the check (beginning of October). Kathleen will pick it up and make the deposit.
  - Approximate amount: \$27-29,000. Currently listed as \$27,000 on budget (will know the actual amount when check is received).
- Check from Modern Market fundraiser has been deposited.

## Priority Business

### Mike's Credentialing Continuity: Nathan

- Nathan has been compiling information on the various accounts / passwords Mike controlled in order to determine what needs to be done to access the accounts.
- The Google account (*cherrycreekchorale1979*) is linked to our YouTube streaming account and the Chorale's Google calendar. Login is tied to Mike's devices and Nathan is working to figure out how to unlock it.
  - Brian will talk to Pat Freeland (Mike's brother) to see if it might be possible to have access to Mike's phone and/or iPad, though unlocking them might be a challenge.
- CherryTones Wordpress account: Gordon should have the latest credentials.
- Colorado Gives: Kathleen has credentials.
- The box office (Mike Moyer) also has an iPhone for remote sales. Will be getting it from him soon.
- Indra web hosting account / email forwarding of board aliases: Nathan would like to move this to Teams once he is able to access it.
- Nathan and Kathleen will work on the Paypal account.
- Tix.com has been changed to Gia's contact information for now.
- CherryTones Google account (*thecherrytones*) linked to its YouTube streaming is also inaccessible at the moment.
- Nathan was able to log in to MailChimp and reset the password. He will update the new members into the distribution list and provide access to Gia.
- Constant Contact access will be handed off to the Chorale's new marketing professional.
- Since the Google calendar cannot be accessed / updated, an email should be sent to the Chorale membership to inform them of the difficulty and provide all upcoming dates.
- Nathan is putting together guidance on passwords and account management to make sure we are all protecting our organization's accounts.
  - We should also consider updating our passwords for the Members' page and Rosters on the website.
  - Nathan has a group account on a password Vault that he currently shares with Jay. Nathan is paying for it at the moment, but we should consider tying it to the Chorale and adding it to the budget going forward. Good for continuity / sharing passwords securely.

### **New Marketing Professional: Gia**

- On August 7, the Board of Directors voted to ratify the marketing committee's nomination of Hannah Powers.
- Motion made by: Karen.
  - Seconded by: Leslie.
- Decision: Passed (8 affirmative votes, 0 negatives, and 2 members not voting).
  - Hannah has been hired and Gia is finalizing a contract with her.
  - First marketing meeting tentatively scheduled for Thursday, August 14.
- Highest priority: due to the lateness in season, the current plan is to establish graphic designs for the whole year so that ticketholders can get communications / season ticket marketing.
  - Gia's plan is to stay with Tix.com unless Hannah feels strongly about using a different platform.
- Gia has been contacted by Linda Battle on behalf of the Newman Center / Lone Tree Arts Center marketing program -- the Chorale has advertised with them in the past (though not last year). Cost is about \$1,600 for ¼ page in their print magazine (August 29 deadline).
  - Will not pursue this year; can reconsider next year.

### **Website Transition & Updates**

- Hannah will work to bring the public side of our website up to standard (with guidance re. what we want on it).
  - In the short term, Hannah will get the website operational enough to enable ticketing purchasing, but further website updates / overhaul will be a secondary goal.
- Jay has the ability to maintain the website directly and is currently working on uploading practice tracks for the upcoming concert.

### **Denver Art Scene Website Calendar**

- Open invitation for us to post our concerts (free until August 15).
  - Gia will send information about upcoming concerts using our Logo as a graphic.
  - The May concert still needs a title. Brian and Nathan will discuss.

### **Marketing Idea**

- Ask Hannah to create a ticket-sized card with concert titles and dates for the season with a QR code to purchase tickets.

### **SCFD Meeting**

- On September 15 (from 1:00 - 6:00), SCFD is holding a conference at the Botanic Gardens with presentations on non-profit management topics. Gia and Maura attended last year and at least 1 or 2 people should go this year if possible. Participating in SCFD events helps with final scoring.
  - The registration deadline is August 29.

## **New Funding Possibility**

- Gia recently learned of a local funding source (the Ida Mae Spencer foundation) that distributes funds. The lawyer who represents the foundation told Maura to submit an application by email.
  - Gia will ask Abby (grant writer) to look through previous donations to learn what they fund and provide guidance on what to apply for.
    - Could be a source of funding for an executive director, orchestra, website overhaul, etc.

## **Online Composite / Members' Photo Gallery**

- Mike had sent Gia some samples of how this might look and confirmed that our website can handle the amount of data. Photos will be taken / information collected during the first few rehearsals in August.
  - Nathan has volunteered to take the photos.
    - Background: brick wall at Bethany? Pine tree outside?
  - Consider scheduling photos by section?

## **Modern Market Fundraising**

- Do we want to schedule fundraising nights for each concert block?
  - Consensus is that it might not provide enough value. Instead, think about the best timing to do it once per year.

## **Corporate Donors Packages**

- What is the best approach to soliciting corporate donors? We have envelopes to hand out for program advertisements.
  - The corporate piece has not gotten much traction recently, but Nathan plans to do some selective approaches to bigger local corporations for donations this year.

## **Project Updates**

### **May Concert: Brian**

- He has an orchestra committed to the dates but no contract finalized yet. Waiting to hear from Elaine to have a solid number for instrumentation.

### **Front of House Manager: Gia**

- Gia will talk to Abby to see if she will manage the front of the house on concert nights.
  - If Abby is not available, maybe Hannah can do it.

### **Staff Contracts**

- Colleen updated staff contracts and Gia will review / sign.
  - Contract needed for Jay as Web Manager.

## **Bylaws Revision**

- At an upcoming rehearsal, the general membership will vote on the proposal to change the date that new board members are elected to the Board of Directors. The purpose of this proposed Bylaws amendment is to allow more time transition time for new board members.
  - Nathan will finalize the wording. The vote will take place after a few rehearsals have taken place so that the choir can focus on learning the music at the beginning of the season.

## **Kudos!**

- The Marketing Hiring Team put a lot of work into finding a new marketing professional.
  - The committee vetted 4 candidates / reviewed recommendations, resumes, and portfolios.
  - Maura contacted every reference and distilled all the conversations & feedback. Her work was invaluable.
  - Thank you, Marketing Nominating Committee!
- Singing the Canadian National Anthem at Coors Field was a great time.
- Margarita has gotten some great social media posts going.

## **Committee Reports**

### **Leatherman Lowdown: Brian**

- May concert planning is underway.
- Overland High School will join our March concert.
- Mesa Middle School will sing in our December concert.
- Practice tracks and tutorials are set to be uploaded.
- New members from recent auditions: Baritone, 1<sup>st</sup> Soprano, and 2<sup>nd</sup> Soprano.
- He and Karen are working on a guest artist contract and worksheet.
- The board should hold its planning meeting for the annual meeting sooner than it is currently calendared in order to allow more preparation time. He suggests April 27.

### **Fundraising: Sue**

- Our new grant writer, Abby, has begun looking at new grants and currently has a list of 13 new possibilities. We will also proceed with an application to the Ida Mae Spencer foundation.
- Abby is working to revise the Chorale's boilerplate document and the fundraising committee will review her recommendations.
- Abby is developing a calendar of work to show grand deadlines and other pertinent work objectives to make it easier to track the status of applications that have been made. Should be very helpful.
- Within the next week, the Executive Committee should hold a budget meeting to finalize the budget to be used in grant applications.

## **Production: Karen**

- Additional Bethany costs because we have added 2 dress rehearsal dates and 2 concert dates, plus rehearsal rooms, for the May concert.
- She has spoken to Peter, who does the concert live streaming, and Rob, who does the sound, and they believe there will be no problem doing these tasks without Mike. However, Mike made his own audio & visual recordings of concerts and spliced them together afterwards.
  - Brian and Will each have ideas of others who might be able to take over Mike's audio/visual work.
- Bethany has purchased side rails for the risers for approximately \$900. Will charge a rental fee (\$25 per use) to the Chorale and any other group that uses them until they're paid off.
- Regarding live streaming: the production crew should check during the event to make sure the sound is working because there was a past issue with having video but no sound.

## **On the Horizon**

### **Concert Opening Format**

- Some have received feedback that there are too many people giving talks before the concert. Should we consider cutting back? What is the best format?
  - Opinions are mixed on this issue.
- Rick Seaton (Bethany's organist & director of Music) has offered to do the concert welcome on behalf of the Church.

### **Philanthropy**

- One of the marketing candidates told Gia about partnering with a shelter and making their concert a drive for the needed supplies. We should keep in mind the idea of partnering with a local organization to collect on its behalf.

### **Showcase / Donor Event**

- Will be discussed in the future.

### **Upcoming Meetings**

- Monday, September 8 at 6:30 pm (Teams meeting)
- October meeting will be a Saturday Retreat on October 18 at Gia's

**Meeting adjourned at 8:12 p.m.**

## MOTIONS & DECISIONS

#	Made By	Motion	Decision
1	Nancy / Karen	Approve July 2025 Board Meeting Minutes	Passed
2	Karen / Leslie	Ratify the Marketing Committee's recommendation to hire Hanna Powers as marketing / graphic arts professional (vote taken by email on August 7)	Passed

## ACTION ITEMS

#	Owner	Action Item
1	Kathleen	Revise budget to account for updated marketing / website / concert costs
2	Brian	Hire a Mariachi band for October concert
3	Kathleen	Send California fire relief donations to CCDA ( <a href="https://www.calcda.org/donate.html">https://www.calcda.org/donate.html</a> )
4	Nathan	Ongoing work to update credentials / obtain access to accounts
5	Gia / Brian	Email Chorale membership with all upcoming dates / calendar information
6	Gia	Send upcoming concert information to Denver Art Scene website
7	All	Contact Gia if interested in attending their September 15 SCFD conference. Registration deadline is August 29
8	Gia	Discuss front of house management with Abby
9	Gia	Contract for Jay
10	Nathan	Finalize wording for Bylaws amendment re. timing of board member elections
11	Executive Committee	Meet to finalize the revised budget
12	Brian / Will	Find somebody to do the audio/visual work for concert recordings