



# Minutes

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September 8, 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)

**Meeting called to order at 6:31 p.m.**

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## Additions to Agenda

### Wardrobing: Gia

- The company where we purchase concert dress requires a minimum order of 6 dresses, but only 2 new dresses are needed at the moment. Purchasing fewer than dresses would incur a \$30 fee, but Leslie and Gia made the decision to pay the fee rather than ordering 4 additional, unneeded dresses.
- Dresses might be available on Amazon, which would potentially reduce costs and enable members to purchase them on their own. The jackets must be ordered through the wardrobing company.
- Question: how should we handle inventory and wardrobing purchasing?
  - Kathleen's preference is to have as little inventory as possible on the balance sheet.
  - Managing the inventory can be challenging.
- Wardrobing should be a subset of the Membership Committee. The Membership Chair (Leslie) can work with Wardrobing to provide oversight re. wardrobe purchases and to keep track of inventory with the goal of minimizing inventory / tightening up purchasing.

### October Concert Dress: Gia

- Ruth Most inquired about adding a festive touch to concert dress for the second half of the October concert.
  - The repertoire is lighter in the second half, but Brian still considers it a semi-formal concert and believes it isn't necessary to add to the concert attire. Additionally, there's no need to incur an additional expense for the Chorale.
  - Will agrees that most of the concert is more formal, costuming should be more reserved.
  - Decision: no festive flair.

### **Concert Recording & CDs: Nathan**

- Minimum requirement for Brian & Will to do what they need is a good audio recording of Friday night.
- Brian has spoken to Tom, who does the 5280 recording, and who would be open to doing the Chorale's as well.
  - The amounts they discussed were \$500 per night for audio recording and \$1,500 to do video with cleaned up audio added into it.
- Mike's "friends & family" rate for the audio / video work was \$600 per concert set.
  - It is unlikely others will do this work for that amount.
- Will's contact, Chris, is another option. He has his own equipment and does very good work; enjoys recording choirs.
  - Will can ask him for a quote to do the various recordings (Friday night audio only / Saturday audio / Saturday Video).
- Question: should the Chorale continue to sell concert CDs? The CD payments help offset the recording expense, though they don't cover it completely. Not sure how many CDs are typically sold.
  - Ask Brad about the number.
- These questions will be revisited once more information is collected.

### **Motion to approve August 2025 Board Meeting Minutes**

- Motion to approve the minutes as submitted was made by: Nancy.
  - Seconded by: Leslie.
  - Decision: Passed unanimously.

### **Financial Report: Kathleen**

- On August 26, the Board of Directors voted by email to approve a revised 2025-2026 budget.
  - Motion made by: Nancy.
    - Seconded by: Leslie.
  - Decision: Passed (9 affirmative votes, 0 negatives, and 1 member not voting).
- The revised budget includes updated marketing costs and changes associated with the May concert and additional Bethany expenses.
  - New Bethany expenses include a new \$75 per concert charge for streaming support and a \$25 rental fee (per use) for new side rails for the risers.
- Committee chairs are encouraged to monitor their costs; Kathleen updates the financial reports monthly.
- Kathleen will be picking up the SCFD grant check in October and the Rockies will be sending a check for close to \$200.
- A Chorale member has made a generous donation of \$5,000.

# Priority Business

## Marketing

- Posters and Buck Slips have been picked up and will be available for members to distribute.
- Tix site is up and some tickets have been purchased through it.
- Hannah has been working with Justin Levy to come up with a plan for print and digital marketing and she will be presenting it in the upcoming weeks.
- Our concert collaborators could be a good source of advertisement as well, and reciprocal advertising is in the contract.

## Website Transition

- Hannah's opinion is that the current site is not mobile device friendly. The Chorale's logo does not do well on multiple platforms either.
- The Board needs to decide whether to update the current website or build a new one.
  - Hannah estimates 20 hours to get our current website updated and functioning well, or 30-40 hours to make a new one (she thinks it could be complete in 3-4 weeks).
  - Hannah's preferred platform is SquareSpace (\$16/month if paid annually = \$192/year); the current site is through WordPress.
    - Many of the other marketing candidates preferred SquareSpace as well.
- Gia had hoped to find a grant to cover the cost of creating a new website, but this has not happened yet.
- Our budget contains marketing funds separate from those allocated to pay Hannah, and those funds could go toward hiring her to do a website overhaul.
- Nathan agrees that our current website is inadequate / doesn't function as needed, but he's also skeptical that a new one could be built in the number of hours estimated.
  - It might make more sense to get the current site up to a basic operational level and then roll out a new site with branding after this season.
  - A new website will need a good bit of collaboration by committee members / will need to QA each new page.
- Others agree it might be better to start by updating the current site.
- Decision: do some more research and revisit this question at the next meeting.

## Google Ad Grant

- The Chorale has had a Google Ad Grant for a number of years, which provides up to \$10,000 per month in search ads shown on Google.com, but we have not used it because of past difficulty figuring out how to launch a campaign.
  - This ad grant program would make the Chorale's information more likely to show up in Google search results / could help us promote our concerts by providing free advertising.
- Consider using Daniel Lorenzo to do the Google Ad Grant work. He specializes in it and has offered an extremely low bid as a favor to nonprofits.
  - Daniel's bid: \$32/hour for initial setup (will require 7-8 hours = approximately \$256), then \$25/hour for monthly maintenance (usually 1-2 hours per month).

- Current market rates: \$500-\$2,500 setup fee, then \$300-\$1,000+ monthly.
- Daniel might also have input on how to structure the website updates. Search engine optimization is important when building websites.
  - It makes sense to move forward on this in parallel with building a new website.
- Marketing funds in budget may cover this expense or, if necessary, can draw from reserves.
- Motion to contract Daniel Lorenzo to set up and assist with Google Ad Grant made by: Nathan.
  - Seconded by: Colleen.
  - Decision: Passed unanimously.

### **Upcoming Bylaws Revision**

- Committee needed to draft wording for new Bylaws revision: proposal to change the date that new board members are elected to the Board of Directors in order to allow more time transition time for new board members.
  - Colleen, Gareth, Nathan, and Gia will work on this.
- The objective is to have Chorale membership vote on this in the next few weeks and the amendment must be presented at least a week before the vote, so the Board may hold a vote on the wording over email rather than waiting until the October meeting.

### **Credentialing Continuity: Nathan**

- Indra has reset Mike's account so Nathan can now access it.
  - Indra is the Chorale's Web hosting provider and email forwarding.
- Nathan would like to move the email forwarding to our Microsoft tenant so that we can maintain it directly rather than having to go through people at Indra. He will be working on this over the next month or two.

### **Ticketing Committee Needed**

- A committee is needed to look at ticketing and flow of patrons at concerts / front of house operations in order to make the process as smooth as possible and debug as many issues prior to October concert (including greeters, signage, table locations, ticket scanning, organizing volunteers).
  - Committee: Gia, Colleen, Gia, and Leslie.
- Abby will be paid to run the box office. Mike Moyer is open to attending the October concert to help with the training / transition, though some box office tasks will be different because of digital ticketing.
- Tix has the capability to handle group discounts and comp tickets.
  - Hannah might be able to set up codes for use on Tix.

### **Concert Security**

- Security will be kept in place for the October concerts.
  - Hours: 6:30-9:30 to monitor the parking lots and hall outside the sanctuary.
  - Maura made the contract with the security company (Trifecta); Karen will get it to them.

# Project Updates

## May Concert: Brian

- Scores will not be available until January, so we do not know the cost yet.
- We need a contract with the Stratus Chamber Orchestra.
  - Colleen will draft it.
- Elaine Hagenberg provides the scores to us at cost. Brian would like to purchase fresh Illuminare scores for all Chorale members rather than having people use ones they already have.
- We still need to sign a consortium contract for the new Hagenberg piece, but Gia will now take Nathan's place in the signature line.

## Box Office Manager: Gia

- Chorale will pay Abby to be the box office manager and Mike Moyer will help with the transition.

## Staff Contracts

- Existing Staff Contracts have been updated, signed, and returned, and Gia will upload them to Teams.
- Contract still needed for Jay as Internal Web Manager.

## Guest Artist Contracts

- The Mariachi group will attend both concert week rehearsals.
  - Colleen will amend the contract and send it to them.
- Karen and Brian have gotten the guest artist questionnaires finalized. Karen has received two questionnaires back for the October concert and still needs one from Las Dahlias.

## SCFD Conference

- Enrollment filled up before the deadline, so Gia has asked to be added to a waitlist. Colleen and Sue will hold the date (September 15) and if spaces open up, Gia will sign them up.

## Online Composite / Members' Photo Gallery: Nathan

- Nathan has taken 85+ member photos and will be editing them to standardize the size / prepare them for use.
- Nathan and Jay are in contact about beginning to build a photos page on the internal website and would like to complete it in the next month or two.

## Corporate Donors Packages: Nathan

- Once branding is complete for this season, we can approach corporations to ask them for donations.

## **Bylaws Update**

- Gareth will be preparing a new Bylaws document to incorporate the amendments adopted in March. The updated document will be posted on the internal website and used for grant applications.
  - Gareth will also send recent meeting minutes to Jay to be posted on the members' page of the website, starting with the current season.

## **Kudos!**

- The retreat was well attended and a huge success.
- The Board appreciates recent meeting minutes submission.
- Much appreciation to Cherry Blossom Fund Committee for its forethought about how to plan and distribute the funds.

## **Committee Reports**

### **Fundraising: Sue**

- The fundraising committee met with Abby on August 25 to set priorities and created a list of tasks to be done.
- Abby is now finishing revisions for the boilerplate information that will go in all funding requests.
- The Ida Mae grant proposal is due at the end of this month and is being finalized.
- Paula Rokicki is making plans for Tagawa gift card purchasing and will begin selling them to Chorale members after the October concert.
- Nancy is working on King Soopers community rewards and recently provided information to the Chorale about how to enroll.
- Abby will be attending an online SCFD information session to get some ideas for grant proposals.

### **Membership: Leslie**

- A new member meeting is set for September 9. Margaret and Gia will both attend.
- The roster will be updated soon.

### **Artistic Committee: Brian**

- A meeting will be scheduled for after the October concert.
- Margaret has agreed to write a paragraph describing each of this season's concerts to be used when applying for grants.

### **Production: Karen**

- The \$75 charge for livestreaming is due to costs related to the equipment in the audio/visual booth. The total equipment cost is around \$8,000, including some new components and some that Bethany hopes to upgrade soon.

- The Church is also looking at making a multi-platform system that is seamless between Windows and Mac and will be switching from MediaShout to ProPresenter. There is a future goal to broadcast in 4K rather than the current 1080.

### **Socials**

- Gia would like to include Debi Simons's blog on website and social media. Margarita will pull some highlights to post.

## **On the Horizon**

### **Choral Scholars Program**

- Choral Scholars must pass an audition and be enrolled as a student. Formalizing the requirements to be a Choral Scholar is not necessary.

### **Upcoming Meetings**

- October meeting will be a Saturday Retreat: 9:00 on October 18 at Gia's.
- Monday, November 10 at 6:30 pm (Teams meeting).

**Meeting adjourned at 8:20 p.m.**

## **MOTIONS & DECISIONS**

#	Made By	Motion	Decision
1	Nancy / Leslie	Approve August 2025 Board Meeting Minutes	Passed
2	Leslie / Gia	Approve the revised 2025-2026 Budget (vote taken by email on August 26)	Passed
3	Nathan / Colleen	Hire Daniel Lorenzo to set up and assist with Google Ad Grant	Passed

## **ACTION ITEMS**

#	Owner	Action Item
1	Will	Quote from Chris for making concert recordings
2	All / Brian & Will	Finalize decisions regarding audio / visual work for concert recordings and hire somebody to do it
3	Gia, Nathan, Colleen, and Gareth	Draft wording for proposed Bylaws amendment re. timing for elections of new members to the Board of Directors; submit to the Board for a vote over email
4	Nathan	Move email forwarding from Indra to Microsoft tenant

5	Colleen	Prepare contract for Stratus Chamber Orchestra / May concert
6	Colleen	Update Las Dahlias contract
7	Nathan / Gia	Finalize / sign contract for Hagenberg Consortium
8	Gia	Contract for Jay
9	Colleen	Update Las Dahlias contract
10	Nathan / Jay	Continue working on member photos / online composite page
11	Gareth	Create an updated Bylaws document to incorporate the amendments adopted in March 2025; send Bylaws and recent meeting minutes to Jay for posting on members' page / internal website