

The Choral Art Society

Board of Directors Meeting

March 2, 2016

Attending: Barbara Kapp, presiding; Michael Boyd, Christy Comeau-Pierce, Melissa Duffy, Andrea Graichen, Marshall Green, Mark Johnson, David Nicklas, Carolyn Paulin, Melissa Rodrigue, Elizabeth Serrage, Richard Sullivan, Richard van Bergen, Sam Wilson, Bob Russell *ex officio*, Kathy Grammer *ex officio*, Gail Knowles *Manager*

Barbara called the meeting to order at 8:40 AM.

Consent agenda:

The following items were presented as part of the Consent agenda: Minutes of November 4, 2015 Board Meeting; Executive Director's report (including ticket sales summary); President's Report; Development Committee Report; Special Events Committee report; Manager's Report (see all attached). It was approved by unanimous consent.

Finance report (attached): David reported that our expenses are on track and ticket sales are ahead of budget, but that fundraising totals are considerably under budget to date and not likely to meet our targeted goals. Everyone is encouraged to promote our upcoming performances in the hope that increased ticket sales will help balance out the deficit in fundraising.

Music Director's report: Bob complimented Kathy and her staff for wonderful management of ticket sales for Christmas at the Cathedral. He added that there is much enthusiasm about the upcoming Opera Choruses concert.

New Business:

CAS/FOKO ad hoc committee (report attached): Richard explained that members of the two organizations discussed ways in which combining some of our respective volunteer committees could benefit both organizations. Advantages of doing so would be more in the area of efficiency rather than financial. Pros and cons were presented and discussed. Mark made a motion to move forward with combining marketing, development, and governance committees. The motion was seconded and passed unanimously.

Marketing Task Force Presentation: Kathy introduced Judy Thibeau and her team from TEBO Marketing & Design to present a proposal for a new marketing and rebranding program to include a name change. Richard moved, seconded by Carolyn, that we approve and adopt the proposed name change and logo. The motion passed unanimously.

The plan to reveal the new name and logo will be "layered". First notification will be to members, then sponsors and close supporters and, finally, the general public at the Prelude to SpringSong event. The changes will be gradually implemented over twelve

months. It was emphasized that this is confidential information until the reveal is complete.

Portland Bach Festival: Bob mentioned that this large event will occur in June, with concerts, cantata sing-a-longs, etc. There will be a conflict with our Summer Sing in the form of a concert the same night.

The next meeting will be the Annual Meeting of the Board on Wednesday, June 15, at 8:30.

The meeting was adjourned by unanimous vote at 10:00 AM.

Elizabeth Serrage

Secretary