

ChoralArt
Board of Directors Meeting

September 6, 2018

Attending: Carolyn Paulin, Darrell Leighton, Marshall Green, Robert Stoddard, Brooke Hubner, Ginny Pomeroy, Richard Sullivan, Elizabeth Serrage, Mark Johnson, Bob Russell, Gail Knowles

Mark called the meeting to order at 6:40 PM, with thanks to Bob and Linda for hosting.

Mark welcomed new board members, Robert Stoddard and David White (in absentia, and also taking over the position of Treasurer).

The Consent Agenda was approved by unanimous vote.

FY 2018-2019 Proposed Budget - Brooke reported that this budget was very similar to the past fiscal year. There will be an anniversary event (Bob's 40th with ChoralArt) this November with ticket sales offsetting cost. We now have directors and employers' liability insurance which slightly increases costs. It was moved by Marshall and seconded by Robert Stoddard to accept the budget. The motion passed unanimously.

Music Director's Report – Bob reported that the June sing along was supported even more than the previous year for a variety of reasons. Auditions went well – organized by Gail and with thanks for Carolyn's assistance. Jonathan David's winning 2015 Christmas Carol contest composition has been published by Paraclete Press.

Manager's Report - Gail reported that seasonal start-up Strategic planning is beginning – Marshall reported that there will be an envisioning, "blue sky" meeting next week, and interested board members are invited to attend.

Mark introduced a discussion of where we stand with volunteerism and committee work in the light of the increased work loads of our staff. Committee chairs are asked to estimate their needs for participation for future events.

Marshall reported that he hopes to encourage personal marketing of events to family and friends and other choral singers. Marshall, Red, and Darryl volunteered to staff this effort as a trial run for the Durufle – Brittain concert. If successful, this concept and its possible logistics will be pursued further. Marshall will report back at the December Board meeting.

The concept of a marketing "point person" or re-starting an audience development committee or volunteer committee was discussed. The job description for this person(s) would be to help relieve the ED and manager of standard and predictable concert advertising/marketing tasks such as poster placement, etc. Mark asked Brook and Gail to develop lists of such items they could easily delegate in this area to lighten their loads and capitalize on the wealth of CA volunteer potential.

The meeting was adjourned by unanimous vote at 8:13 PM

Elizabeth Serrage
Secretary