

**Choral Art
Annual Meeting
Monday, May 6, 2019**

6:30 PM: Mark Johnson called the meeting to order. 54 members were in attendance.

Call for commentary and motion to approve the minutes of the Annual meeting from April 23, 2018. Moved by Tracy Hawkins. Seconded by Ann Elderkin. Unanimous approval.

Music Director Report- Robert Russell

Bob reported on the Artistic Evaluative Comments and of a written evaluation summary there of. There was more than a 50% return plus 4-5 pages of comments. He reported that his take away from that process was that we were “status quo” so that we have a lot of self-examination to do. He noted that a conversation had been started with MW and he will take some of the comments that were generated there to the next music advisory committee.

He then commented, point-by-point, on some of the proposals developed in the brainstorming sessions earlier in the season.

- 1.) 50th anniversary celebration- YES
- 2.) PSO- how will that go?- INITIAL REVIEWS ARE POSITIVE
- 3.) FOKO- seek greater connection?- STAY TUNED
- 4.) Outreach-choral fest in Merrill with HS?-MAYBE
- 5.) New Commission- IN THE WORKS
- 6.) Carmina or other collaboration- STAY TUNED
- 7.) Open rehearsal/pre concert event- IN CONVERSATION WITH HS CHORAL CONDUCTORS
- 8.) Social connections in music- YES CONSIDERING MATTHEW SHEPHARD
- 9.) 1 full day workshop-YES, AGO AND CA HAD SUCCESSFUL ½ DAY WORKSHOP
- 10.) Participate in Bach festival- NEED INVITE
- 11.) Alternate venues-PROBABLY NOT
- 12.) Flash mobs-HARD TO ORGANIZE BUT MAYBE
- 13.) Multimedia- YES, CMS WILL BE SOMEWHAT
- 14.) Invite big name?-MAYBE
- 15.) Repeat program- APPEALING IDEA
- 16.) Classical Christmas with Orchestra-NOT GREAT IN CATHEDRAL
- 17.) Exchange Chorus from somewhere?-HAVE DONE THIS LONG AGO
- 18.) Marketing-STRATEGIC PLAN WILL ADDRESS THIS

Treasurer's Report

Mark Johnson delivered the Treasurer's report from notes provided by David White.

- **Quick Summary:** ChoralArt continues to be in good financial shape, and we expect a small surplus at the end of our fiscal year on June 30.

- Looking at the **Balance Sheet** first:
 - We have a large balance in our **Savings Account** because of the upcoming Eurotour payment, which will be paid this month. [The last few checks will be deposited this week.]
 - We will draw on the Savings Account to help cover expenses through the summer and fall.
 - The **Prepaid Expenses** are mostly for music for next season.
 - The **Invested Reserve Account** is invested in a fairly conservative balance of fixed-income and stock mutual funds, which has served us well over the years.

- Looking at the **Income and Expense Summary** on the other side of the page:
 - The quick summary here is that we are running a surplus again this year. But a closer look shows that Income is below what we planned in the budget – and fortunately, Expenses are also way below what we budgeted.
 - **Ticket Sales** are a bright spot, running just above budget.
 - We were a bit euphoric when budgeting the increase in **Fundraising** for this year, but Fundraising is actually running behind last year’s level. The biggest challenge has been in individual giving. Our spring appeal will be in the mail soon, and we hope everyone will make a gift!
 - **Performance Fees** will be closer to budget when we receive the PSO fee for the Rachmaninoff performance.
 - **Total Income** for the year is likely to be about \$120,000, with the spring appeal being the largest variable.

 - We still have a number of **Expenses** to come in the next two months, but we have realized a number of expense savings.
 - The most visible expense saving is from not having an **Executive Director** since mid-January, which will save about \$5,000 in salary this year. This is an opportunity to **thank Bob, Gail, and especially Kue** for stepping in to keep everything running smoothly in the interim.
 - In **Marketing**, we had budgeted \$9,000 for design and marketing consultants, but spent only \$2,250 for the design consultant.
 - **Development Expenses** include the celebration for Bob’s 40th, so they are higher than usual this year.
 - Our largest **Administrative Expenses** are credit card fees and insurance, but we have saved money on office rent and storage costs.
 - **We expect expenses for the year to be about \$117,000, leaving us with a projected operating surplus of about \$3,000.**

We are still working on **next year’s budget**. Ticket Sales are our biggest income source, and we expect Christmas Concert revenue to be down because of the limited seating at Woodford’s. A group of us will meet there later this week to

figure out seating and pricing for both Christmas and Considering Matthew Shepard. That may also drive some decisions on the expense side of the budget.

Peter Plumb appealed to the membership that a Phone-A-Thon should be considered because we should continue to foster fundraising efforts and we should not lose momentum in that regard.

Executive Director Status

Robert Stoddard reported that the search committee has conducted a robust search resulting in 13 applications and 4 interviewees. All 4 people interviewed were deemed competent and would bring their individual strengths to the organization. One offer has already been extended and turned down. A second offer has been extended and we are awaiting a response.

The ED position is a 10hr/week paid position. We are anxious that this person should help with the development side of operations.

Governance Committee

Mark Johnson delivered the Governance Committee report for Marshall Green.

Board of Directors slate of nominations for terms expiring June 30, 2021 •
Melissa Rodrigue (second term) • Elizabeth Serrage (third term) •
Sam Wilson (third term) • Robert Stoddard (first full term) •
David White (first full term)

Jan Berlin moved to accept the above named nominations.
Stuart Bailey seconded.
Unanimous approval.

Mark Johnson thanked Marshall for his dedicated work on the Governance committee.

Report on the Strategic Plan

Mark Johnson thanked the members of the committee for their work so far on the Strategic Plan. He explained that the process that was used to generate ideas was based on “buckets” to help categorize the areas of development. His take away is that we are a vibrant organization that attempts to keep getting better. He noted that there is a balance to achieve when deciding on whether to take on new projects and maintaining our level of artistic expectations. He noted that the goal for this committee is to have a draft ready to present to the Board of Directors meeting in June of this year.

Report on Considering Matthew Shephard

Darrell Leighton is our projection manager for the ‘Considering Matthew Shephard’ concert.

He reported that a plan is being put together to work to engage a “new” audience. “Save the date” mailings will be issued to schools, churches, social

organizations and lists are being generated at this time. In addition, CA will maintain a booth at the Gay Pride Festival in Portland to try to generate interest in our concert. We are hoping that 7 or so members will be able to help with this in terms of educating people who show interest. He invited members to contact him with any ideas and questions.

Presidents Report

Mark Johnson acknowledged the exceptional season that has transpired this year. He noted the "milestone" season for Dr. Russell.

He looks forward to next season with Verdi and CMS. He expressed that we are looking forward to working with the new Maestro of the PSO and maintaining our favorable relationship with them.

Administratively, he repeated the expectation to have a new ED by the end of this season.

Mark then extended special thanks to Bob Russell, Gail, and Ku and others who have stepped up to fill the void created when Brooke stepped down from the ED position several months ago.

He finished by extending his thanks to all CA members who have volunteered their time and efforts towards our organization.

Sam extended a plea for "new blood" in the membership to consider volunteering.

Final Comments and Adjourn

Bob R. reported that the 150th celebration of the Feast of the Immaculate Conception on Dec. 8. at the CIC will interfere with our ability to have our traditional "Christmas at the Cathedral" concert in the Cathedral this year. We have secured an alternate venue at Woodfords Church. Bob requested some creative thinking for the title of our Christmas Concert this year, as it will not be "at the Cathedral".

Meeting adjourned by Mark Johnson at 7:14PM.

Respectfully submitted by Ginny Pomeroy