

Choral Art
Annual Meeting
Monday, April 23, 2018

6:30: Mark Johnson called the meeting to order. 57 members were in attendance.

Call for commentary and motion for approval of Minutes.

Moved by David White. Seconded by Ginny Pomeroy. Unanimous approval.

Special thanks to Patrick for all his work on the Sweat Shirt project and the potential advertising of CA.

Music Director Report – Bob Russell

Bob opened with an anecdote about his recent conversation with Pam Stewart, a former CAS member who moved south 12 years ago. He reaffirmed this evening what he had shared with Pam: the 2017-2018 CA season has been spectacular – programmatically and performance-wise. He then moved on to discuss the 2018-2019 Season, with Christmas at the Cathedral, the Epiphany concert, a spring Singers concert with Duruflé, Britten, Bernstein. Bob is excited about the prospect of singing Rachmaninov *The Bells* with the PSO next spring.

Treasurer’s Report – As David Nicholas was traveling, David White, Treasurer-elect, presented the report. David expressed appreciation for David Nicholas’ fine work as Treasurer. He then distributed the balance sheet as of March 31 and the income statement, which incorporated the draft budget for the upcoming year.

Discussing the **Balance Sheet** first, David noted that CA is good fiscal health, with a good cash position, and rare for a choral group to have such a significant investment account. Peter Plumb described how the \$10,000 seed money was given by Phil Robert just before he died, and the account has grown over the years from investment returns and several more gifts. Great to have a back-up fund to hedge against potential risks with programming.

Moving on to the **Income Statement**, most of the major income items for the year are now on the books, except for the spring Camerata concert. The projection is that CA will come out even for the year. David reviewed the **Draft Budget** for 2018-2019, noting that we are budgeting a slightly more conservative number for ticket sales, but that ticket sales continue to be critical, making up half of our income. A further quarter of our income comes from the Annual Appeal, and David thanked members for their support and the Development Committee for their work on gifts and grants. On the expense side, David noted a reduced budget for instrumental and vocal soloists, which was higher this year due to the Bach B Minor Mass.

Approval of Budget: Dawn moved that Budget be accepted. Seconded by Tracey Hawkins. Carried unanimously.

Executive Director Report – Brooke Hubner

Brooke expressed her delight in working with CA.

News on three major initiatives:

- a. We are now live on a Donor Platform: Little Green Light, a database that is far more sophisticated and user-friendly than old-school double Excel spread sheets.
- b. Huge push for better marketing. Hired Richard Sawyer as photographer to promote CA. Have increased ‘click-throughs’ on social media platforms. “Showing not just Telling.”

- c. Research on how people are made aware of CA concerts – social media? Posters? Word of Mouth from members? The latter is, apparently, the most frequent source of news. Keep it up!

Governance Committee Report – Mark Johnson presented this since Marshall Green was unable to attend.

- a. Two new Board nominations – David White, Treasurer; Robert Stoddard – new Member; Two second-term nominees : Christy Comeau-Pierce and Marshall Green; One third-term – Mark Johnson.

Called for approval of Slate of Board Members: Dawn Anderson moved. Seconded by Heidi Seitz. Members going off – Heidi Seitz, Andy Graichen, David Nicholas, and Michael Boyd. Mark conveyed deep thanks to all four for their work on the CA Board.

Slate unanimously approved. No abstentions.

President's Report – Mark Johnson

It has been a wonderfully rich year. “I am milking this for all it is worth, given that this is my 30th year in Choral Art,” he said.

- a. Christmas at the Cathedral was a phenomenal success; this program has become an indispensable community event.
- b. Bach B Minor Mass – another tremendous experience. Third time that Mark has sung this work, and this was by far the best performance.
- c. Mark says that the artistic bar continues to be raised, and we are attracting new, highly-talented singers.
- d. Board is looking always with a 3-year look-ahead for Program – gives time for grants, venues, etc. proactively.
- e. Kudos to very hardworking board and our two staff members who make things run very smoothly.
- f. This year, CA redoubled its branding and outreach efforts. Attracting audiences is about multiple ‘touches’ – frequent visuals – hard-copy and social-media based, word-of-mouth. Far more sophisticated electronic ticket sales system has been great, BUT we have lost some of our person-to-person contact. We need to keep using the personal touch that ADDS TO the social media/video presence, which are, of course, hugely important, too.
- g. Judy Thibeault – Words@Work – helps us with copy, text, etc. Many thanks to Judy and her staff.
- h. The Board is working a lot on the 50th Anniversary program year.
- i. Also revisiting Strategic Plan, which was last done in 2014.
- j. Continuing efforts to collaboration with other organizations.
- k. Mark now asked the following people to stand and be recognized:
Brook, Kue, Gail, Liz Serrage, Peter Plumb, David Nicholas, David White, all board members, committee chairs, and members, including Logistics – David Emery, Development, Social, etc, our Librarian, Peter Weber, attendance takers, section leaders, Judy Harrison, Dan Moore
- l. EuroTour- Thanks to Jim, Anne, Dawn for all their back-room work to make the trip ‘fly.’

7:14 p.m. Mark called for motion to adjourn the meeting. Dawn Anderson moved. Seconded by Valerie Nahorney.