

ChoralArt Board of Directors Meeting Minutes (snow date)

Feb 20, 2019 DRAFT

Mark called the meeting to order at 8am

Attending: Mark Johnson, Carolyn Paulin, David White, Gail Knowles, Christy Comeau-Pierce, Barbara Kapp, Richard Sullivan, Robert Stoddard and Darrell Leighton via telephone.

Consent Agenda: (including Minutes; Music Advisory Committee Report, Development Committee Report) was accepted by vote unanimously.

Music Advisory Committee Report: 2019-2020 Season

Bob sent an email announcing the season. CAC, Epiphany, Verdi Requiem, Community Sing. Carolyn motioned to approve the season. The motion was seconded by Robert S. and passed unanimously

Finance Report: David White reported. The balance sheet is in good shape, P&L creating a bit of a hole. Ticket revenue slightly above budget. 10k behind on annual fund and fundraising.

Expense side to offset, pretty close to budget. With no current ED and marketing expenses, we are on track to come out even for the year.

General consensus, we need to boost fundraising efforts. A second mailing of the annual appeal was suggested. Gail said she would like to wait until after Masterworks folks were confirmed to avoid confusion of contribution vs registration fee.

Music Directors Report/"Considering Matthew Shepard" (CMS): Darrell Leighton has been appointed project manager for CMS and provided an update.

CMS is currently in the "discovery phase" and active community outreach, with the ultimate goal of broadening the audience, focusing on education as a pathway to energize a wider audience.

The seasonal marketing plan and timeline to focus on the Music and the message. Darrell is currently speaking with other groups who have performed the piece to gain perspective.

Contact has been established with The Matthew Shepard Foundation. Contact has been established with USM and connection to public safety. Equality Maine grants may be possible.

Kathleen Grammer has been contacted and has offered to contribute her expertise.

Other ideas include an afternoon program, outreach, speakers, performances at schools, with the goal of broadening the audience.

Bob has engaged with USM Chamber Singers. Preconcert lectures are being considered as well.

Action item, to continue to pursue the possibility of a second performance (and or snow date) March 29, 2020. Approximate cost \$5000.00.

We have a contract with the Westbrook venue. The hall has been reserved for Sunday and Monday March 29 and 30, (Monday concert target audience being students), with the hope to know ASAP for grant and Budget purposes.

Bob has been working with the venue and instrumentalists. Known added fees would be the instrumentalists, with possible added fees for the rights to the music. If it is available for purchase then this should not be a problem.

Also, thoughts of having an (educational) social event to unite the performers in the spirit of the piece.
FYI - The work is available on Spotify and YouTube.

Carolyn motioned to approve pursuit of a second performance.
The motion was seconded by Barbara and passed unanimously.

New Business

Staffing Brooke has moved on. FOKO has filled the position with a new ED. Gretchen Marion has arrived at 22 Monument.

Kue has resigned from FOKO and is with **CA** 110 %. He has taken on a lot and is working approximately 10 hours per week (one full day and covering emails, phone calls, etc., as needed). He has excellent graphic/Adobe Suite talents. Carolyn mentioned he may also be working with PSQ part time (5 hours per week) as well.

Overall, staffing is currently good and we are enjoying the added bonus of savings on shared rent at 22 Monument. There is currently no intent to not share the space. We do have another PO box available of we do need to relocate.

Gail expressed concerns with shared computers. David assured the Board that Kue is completely liberated from the shared computer, we have all necessary and critical files, and he is now working from home.

It is believed to still make sense to continue to share space at 22 Monument for now, as the question remains whether the new ED will prefer to work out of the office.

Kue will remain Administrative Assistant, with new title as Executive Assistant.

The ED job description calls for 10hrs, with Kue utilized. This would be a quarter time position, not offering benefits, with a salary of approximately 12.5 to 15k, based on a quarter of yearly average salary of 50k-60k.

* On the actual job description, Robert advised we remove some wording from the 4th line, under responsibilities. He suggests we remove "annually at a minimum" from the bullet.

Gail plans to advertise soon, hoping for June.

The Search Committee of board members should not include only the Executive Committee.

Robert motioned to form a task force/search committee (with Mark, David, and Gail to start).

The motion was seconded by Barbara and passed unanimously.

Strategic Planning Committee Progress Report: Robert reported the committee has been meeting every three weeks. Yes to three ensembles, PSO connection, CAC.

Focus on aspects - Arts, Education, Outreach, Finance/Marketing, and Administration.

No fundamental shift, but the committee is working on mission statement improvement. Discussion of Spring Song as opposed to Epiphany relative to audience development for Camerata?

Red added some thoughts on considering repeat performances. He suggested perhaps a 5-year rotation plan... Taking financial risk and trying it once. He suggested the Brunswick area with its good venues, we could hope to expand and establish an audience in Brunswick. He suggested we extend our "12 years old and under, free" policy and questioned Student pricing as a way to grow our 20 something year old audience. Red offered to reach out to Paul Schnell (educational outreach) to teachers. He strongly encourages moving in direction of student pricing. He offered to work with Gail and Kue on the logistics of the pricing offer transition. There was general consensus approving this pursuit.

Member's Children's Ticket Pricing was discussed, and the consensus is the 12-and-under policy already in place should suffice.

Membership Annual Meeting is scheduled for Monday May 6 2019 at A2U2.

6pm social

6:30pm meeting

Audience Development /Promotion status report: Darrell reported Kue has created business cards and also a customizable email for each member to share with their person audiences for the Britten-Durufle concert, with strong encouragement of individual member promotion (which has been somewhat lost since we no longer personally sell concert tickets). He reminded us all of the level of expectation of concert promotion coupled with natural excitement!

Other Business

* Gail shared concert goer concerns with the Premium ticket seating arrangement.

*We have a new storage facility on Warren Avenue as of 2/20/2019. It is a bit more expensive, (\$120 per month), but it is heated and we have 24-7 access.

The meeting was adjourned just after 9 am.

The next meetings (regular and annual) are scheduled for June 12.

Christy Comeau-Pierce
Substitute Secretary