

Meeting Minutes
 Choral Society of Durham Board of Governors
 8:00 – 9:30 PM, January 15, 2020
 Rand Board Room, DAC

Board Member		Board Member		Board Member		Ad Hoc		Guest	
*Bennett, John	U	*Junker, James		Sheridan, Ellie	U	Parham, Susan	P		
Butler, Doug	P	Lamb, Gwen	P	Smigelsky, Melissa					
Ellis, Alan	P	James, Suzanne		*Tremmel, David	L				
Fries, Justin		Morrison, Travis	P	*Wynkoop, Rodney	P				
*Grice, Victoria	R	Poag, Coleman	P	Ziegler, Liz	P				
Hardman, Carol		Sherck, Linda	P						

Codes: L = Chair/Leader, R = Recorder; A = Absent, P = Present, U = Unable to attend

* Members of the Executive Committee

Approval of Minutes from November 20, 2019 Mtg - postponed to February meeting	Moved:	Second:	For:	Against:	Abstain:
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REPORTS

President:

- Requested status info for next year
 - Please let Dave know your plans for next year's board. Dave plans to continue next year.
- Nominating committee
 - Dave has started on the nominating committee and has a chair.
 - Will add additional members to fill it out.
 - Dave is open to recommendations of additional members.
- Pictures, email lists
 - Dave will send out the request for pictures for the online directory to the new members.
 - Travis will need to pick up where Natalie left off.
 - Previously decided that all members will be listed even if they don't have photos.
 - Dave is now a backup for Tim Turkington with the email lists.

Artistic Director:

- Think the format of Friday/Sunday worked well and
 - Plan to do this again next year.
 - It also saves the choir some money in facility costs.

- Rodney and Justin are both certified as crowd control specialists and can assist if Staff One doesn't show up (as with Christmas concert performances).
 - Would like to get more board members certified in the future.
 - Suzanne James is also certified.
 - Will work with Chapel to get certifications.
- Took 11 new singers this semester.
 - Have a high school singer as part of the group.
- Excited about working with NC Central.
- Rodney has given materials for the February concert to Ellie and the materials for the March concert are ready.
- Will reinstitute rehearsal breaks next week due to feedback from a member who felt the group was so focused that it is hard to get to know people.
- Kids notes is having their concert on Feb 2 at DPAC
 - Some board members feel It would be nice to know when these conflicts happen so we can avoid them.
 - This has been an ongoing issue and it has been impossible to avoid all conflicts with other performances in the area.

Administrative Assistant:

- Christmas Concert performances
 - Total attendance was 1083
 - Brought in \$17,331, which was well over the budgeted amount for ticket sales.
 - Videos of Snow rehearsal was viewed over 2000 times, over 550 views of star of Bethlehem
 - Positive feedback from Carolina Arbors about their reserved seating area and plan to do this again for upcoming concerts.
- Arts Day 2020 is May 20th
 - Need at least one board member to attend per our grant
 - Meet with legislative representatives
 - James went last year. Our local reps are very supportive. He would be willing to attend this year.
 - Get to meet with other arts people. Big contingency from DAC
- E news to go out later in January to cover February concert and both Chamber Choir concerts
- Responses to the member survey were shared with the board.
 - It is in the member survey drive folder
- Getting more and more questions about dues for people who only sing one semester of the year.
 - The current bylaws say that returning members pay full annual dues even if taking a semester off.
 - Suggest sending an announcement to let everyone know that paying full dues is needed to support the organization.
 - Don't want to cause ill will but unsure how to enforce the policy, therefore some people don't pay for more than the 1/2 year when taking a semester off
 - Current policy makes some board members uncomfortable.
 - This only affects about 4-5 people each year.

- Like the idea of approaching this as a season rather than per concert but can be liberal and understanding for exceptions. Most people come intending to sing the full year.
- New members joining in January only pay for the semester
- For such a small amount of money it may not be worth enforcing the policy in terms of ill will.
- Do need to think about the ramifications. Would we issue refunds for people who pay for the year and miss spring semester?
- Would like Carol's input and would not change for this season.

Treasurer:

- Personal donations up about 4k this year compared to the same point last year
- Have met goal for personal donations already with the recurring donations (sustaining members)
- We have unpaid expenses to WCPE and WUNC.
- Will also get ticketing and service charges from Duke Box Office along with revenues from Christmas.
- We spent over budget for that concert but also sold more tickets than expected.

Financial Oversight:

- Looking at investments and keeping an eye on them as we could have done better with returns.
- Susan and John have watched cash carefully.
 - Will keep an eye on the spring concert because that is when finances get tight.
 - If we stay close to budget we will be fine
- Will need someone to take treasurer position next season.
 - Requires a sense of detail but is not a horrendous job.
- Group will get together before Monday's rehearsal to figure out dates and times and resources for the budgeting process.
 - Will get back to the board with more info.
 - Will need to get figures for expenses with committee chairs in the near future
 - Looking at WCPE costs and Triangle Sings already and will send to Doug and Linda

Financial Development:

- Auntie Flo Dinner Update
 - This year, we have 58 people eligible.
 - Has been envisioned as a small dinner of 15ish people and most are coming.
 - Offering a second date to accommodate the crowds.
 - If we do this again next year, the criteria will change to bring the attendees to a manageable level.
- Proposal to hire Executive Service Corps consultants
 - Will be making a proposal that we take 2500 from reserve and invest in some consulting services to help us with strategic planning around sustainability.
 - Four committees meeting over the summer were all working on this.
 - With the anniversaries coming up, we thought it would be a good time to make a presentation to the BIN foundation around our sustainability.
 - Had a hard time figuring out what to say about the work we are doing.
 - Through discussion with friends, Linda was referred to Executive Service Corps.
 - Linda and Wendy Kuran have met with four of their members and have come up with this proposal.

- There is a lot this group could help us with in three phases.
 - First phase would be research
 - The second phase would be to meet with board and develop the strategic plan.
 - The third phase would help with working on the plan but would be beyond the scope of the proposal request
- Need to think in a coordinated way about sustainability and diversity equity and inclusion.
 - Would be great to have Alan involved directly with them.
 - Could combine retreat with Diversity, Equity, and Inclusion training.
- \$2,500 for the scope is quite reasonable

Motion to invest in consulting services regarding strategic planning and sustainability at a cost of \$2,500 to be taken from our reserves.	Moved: Rodney	Seconded: Doug	For: 11	Against: 0	Abstain: 0
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- May 31 Fundraiser
 - The June FUNdraiser was enjoyed last year and wanted to repeat it.
 - The Hill House will not be available because of renovations.
 - St Stephen's is available but funerals supercede all events so it could be canceled last minute.
 - Very rare to have funerals on a Sunday.
 - May 31 is the date we discussed but Rodney isn't available.
 - Right now we have site and date issues and we will also need to get a committee together.
 - A lot of hope and reason to think this can still happen but there are major hurdles.
 - Will update next month.

Policy and Planning:

No update

Publicity and Programs:

- WCPE wanted to know if we wanted to do a ticket giveaway with our ad.
 - Would give away a pair of tickets.
 - Board was in agreement.
- Do we want to collect donations at the February Chamber Chior concert?
 - If so, do we want to publicize this?
 - Need to determine if the venues are okay with this and then what do we do with the funds raised.
 - Not sure NCCU is allowed to receive donations.
 - Could accept donations but don't need to make it official with publicity.
 - Propose putting it on the website if both locations are okay with that and NCCU conductor approves.
 - Would use all money raised to defray costs of the concert.

Technology:

- Some social media advertising requires money.
 - Would like to request funds for this purpose
- This year is a year of experimenting leading up to next Christmas.
 - Would like to approach more systematically
 - Would like to spend several hundred dollars in social media advertising for each of the upcoming concerts this spring.
 - Need video clips to be most effective.
 - Not sure if this is acceptable.
 - Works best at the Chapel and Dave helps with editing.
 - There is value in having video from our rehearsals at Durham Arts Council, but also great to have dress rehearsal video.
 - Plan to pool funds with UNC for the Holocaust Cantata.
- A little over 400 for publicity that is left out of the 7200 budgeted.
 - If general publicity goes over budget because of social media spending it would be okay.
 - This is also an important piece of audience development.
 - Believe we need about 1000 for the rest of the season to make it not trivial but enough to try some different approaches.
 - This would mean overspending publicity by about 600.
 - This is a consultation about spending within a committee and doesn't require board approval.
- Sent out an e-blast right before the concert at Christmas.
 - Will do again for the Vierne/Rutter concert and will be coordinated around the e-newsletter.

Diversity, Equity, and Inclusion:

No update

Membership:

No update

Concerts:

No update

OLD BUSINESS

None

NEW BUSINESS

None

Motion to Adjourn	Moved: Linda	Second: Gwen	For: 11	Against: 0	Abstain: 0
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