

Meeting Minutes  
 Choral Society of Durham Board of Governors  
 8:00 – 9:30 PM, November 20, 2019  
 Rand Board Room, DAC

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

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

\* Members of the Executive Committee

Approval of Minutes from October 16, 2019 Mtg	Moved: Doug	Second: Rodney	For:11	Against: 0	Abstain: 1
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## REPORTS

President:

- Formalizing our marketing efforts - have invited Travis Montgomery to talk to us about this
- Using Messiah Sing-Along as a laboratory for messaging
- Free show, so just let people know about it
- Other shows with tickets, we can see how it's going because of ticket sales
- Working on a unified script for promoting the show
  - Revamp of e-mail with focus on the program and drive traffic back to website
  - Guide of how members can promote the program
  - Setting on a text that describes the program and presents it in a unified way
    - Help members to talk about the program and music
    - Can be used in different forms, similar to the "elevator pitch"
  - Thinking of joining a couple of committees to work on promoting and tracking audience development for each concert
- Ellie interested in collaborating between programs/publicity and audience development
  - Have a similar script each time
  - Need to have this for the entire season by July going forward
  - Have a paragraph for each concert already from this season's brochure

- Good idea to coordinate between Ellie's committee and Audience Development
- Working in general to reduce siloing across committees
  - Make an effort to talk about publicity in the board meetings before materials go out
  - Ensure a cohesive message and accurate information being disseminated
  - Improve awareness between groups that handle similar tasks and information
- Marketing could be structured more like the Finance Committee
  - Two committee chairs with different focus areas/functions
  - Additional members to participate and share guidance
  - Better coordination occurs in this model
  - Additional support from the additional people on the committee in terms of getting the work done
- Perhaps should consider having an approval process/structure for publicity and concert materials to ensure accurate information and cohesive message
  - Ex. list of who needs to review before it is sent to the printer
  - Make sure that there are enough people to review but not so many that it slows down the process
  - Who needs to look at the products during the drafts stage versus final approval before going to the printer
- Publicity includes many pieces and products and all of these items are siloed
  - Brochure, flyers, programs, e-newsletter, website, bookmark, social media, etc.
- Would be very helpful to have a semi-regular group that reviews these items for the sake of continuity, as well
  - Travis very open to a combined committee that meets somewhat regularly
    - Not sure how often to meet
    - Can determine what things need to be done for each concert and replicate each time
  - Some choir members are interested in being on the Audience Development-Marketing (combined) Committee
    - Susan can get these names from the member survey
  - Liz, Ellie, and Natalie should be on this committee
  - Susan should be involved since she manages the e-mails and updates the website
- Next steps
  - Determine who will take the reins to make this joint committee happen
    - Ellie and Travis will work together
  - Need to figure out who else has interest
    - Board members have access to the member survey through G-suite
  - Will need to determine when to meet
- Travis is now the Webmaster
  - Working to make the site more readily readable
  - Tightening up the page layout
  - Minor tweaks to make it easy to get the information quickly for visitors to the site
  - Would like to have a structured events calendar
- Next year: Planning to constitute the Events Planning Committee
  - Rodney's 35<sup>th</sup> Anniversary is coming up
  - Possible fundraising opportunity
  - Will use funds to do something for Rodney
  - Board members who want to participate in determining how to honor and celebrate Rodney can let Dave or Linda know
    - 1<sup>st</sup> meeting will be Monday Dec. 16

#### Artistic Director:

- Pretty sure Monday will take time to look at some movie clips while we listen to some of the Hollywood music
- Had first check-in rehearsal at Jordan High School today
  - They are just beginning to work on the music because they had a concert last night
  - They meet every day and are capable of learning the music
  - Their new conductor has high expectations
  - Plan to sing everything with CSD except the Chamber Choir pieces
  - Group of about 25 singers
    - Only one bass
- Sing along
  - Expect this to be bigger than last year
  - Sunday after Thanksgiving
  - No Duke soloists because students are on break that weekend
- Society Singers have had two inquiries
  - First one, Rodney wasn't available so a choir member is going to perform instead, but not representing CSD
  - Second one was for a Sunday morning, which was problematic timing for the group
  - Publicity has an open ad space in the program and wondered if we should use that space to publicize the Society Singers
    - Would need to create that ad design
    - Too short a timeframe to get into the December program
    - Could do this for other concerts this season
- Have sung at eight different retirement facilities over the last several years
  - Originally expected this to be a 2-year rotation
  - It will be a longer rotation if we keep this many places on our list
  - Plan to add a new location in the spring
    - They are planning to sell tickets and pay CSD a fee
  - Should we continue working with all the locations and continue developing contacts?
    - Some locations pay a fee while others do not
    - See the income generation as an incidental benefit
    - Board feels that the outreach is more important than the income
    - Could expand to other audience types, but need ideas
      - Alan will look into potential alternatives that are more diverse communities
      - Agreement that we need to try to reach different audiences

#### Administrative Assistant:

- 990 tax form for the 18-19 season is in
- Request from Glen Leaf to set aside 30 seats on Friday night for his community
  - Several rows behind reserved seating section
  - This is common for groups to do, but CSD has not experienced it before
- 46 travel mugs left
  - Could sell at concerts with the CDs
  - Announce to capitalize on holiday sales
  - Sell at the Sing Along
- 54 people have responded to the member survey

- Some really good comments for Social Media
- Susan will read through and consolidate the information
- Going Dec 4-5 to NC Center for Nonprofits conference
- 21 Sustaining donors
  - Not all of them are new
  - About 10 of them are new since August
  - \$700/month is coming from these sustaining donors
  - Will announce that the match is still ongoing in the next e-newsletter

Treasurer:

- Still within our budget
- Early in the year
- Individual donations are at 22, 232 versus 27,515 last year
  - Down about 5,000
  - 2-3 major donors who usually give by this time who have not yet given, or would be ahead
- Funds are up about 3% from last month in Edward Jones and 1% for Triangle Community

Financial Oversight:

- John has shared with us that he would like to retire at the end of this fiscal year
- He has been treasurer for nine years
- Need to get ideas of members who could fill his shoes
  - Board members can give ideas to Doug or Dave
  - Can review the member survey for talent and interest

Financial Development:

- Income from the retirement centers comes under the Development Functions line item
- Sing along is going along
  - Will hear more about this over the next week or so until December 1
- Auntie Flo dinner has a location at an appropriate home
  - Linda and Florence have checked out the space
  - Planning is moving forward
- Hill House for May seems to be okay because the reservation is on the books and they have not canceled

Policy and Planning:

No report

Publicity and Programs:

- Flyers are finished for December
  - Sample available to review
  - Correction to the flyer
    - Under 30 font type
    - Rodney as Artistic Director
- Working on the program now

- Needs to be complete before Thanksgiving
- Carol will send singer's list to Ellie

Technology:

- Working with Travis on the website
- Trying to make the site more dynamic
  - Perspective from members
  - New content on a regular basis
  - Will use the blog function
- Member gallery updates
  - Lots of new members haven't submitted photos
  - Uncertain if the names should be listed if no photo
    - Could put a shadow outline/generic image with the name
    - Helps to know the name even if there isn't a photo

Diversity, Equity, and Inclusion:

- Discovered a lot of information about possible trainers and trainings
- Discussed with Bridgette at NC Center for Nonprofits and in the process of working through all the information she provided

Membership:

No report

Concerts:

- Working on getting a note out to the choir about driving the truck
  - Have some volunteers
  - Coleman willing to be backup
- Working on the drawing of the layout for the Christmas concert
- Have some ideas about possibilities if CSD wants to replace the last of the old risers
- Waiting to hear back about the offer for the old risers we are ready to let go of

**OLD BUSINESS**

None

**NEW BUSINESS**

None

Motion to Adjourn	Moved: Alan	Second: Rodney	For:14	Against:0	Abstain: 0
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