

Newburyport Choral Society
Regular Board Meeting
November 14, 2017

Call to Order: President Solomon Berman called the meeting to order at 7:04 P.M. at the Institution for Savings, 81 State Street, Newburyport, MA.

Present: Solomon Berman, George Case, Tom Clark, Brian Greenberg, Sarah Hall, Joanne Johnson, Ralph Johnson Mary Ann Lachat, Kerri MacLennan, Maryellen Moreland, John Moreland, Brenda Rich, Beth Rogers, Phil Smith, Sandy Starr, and Carol Yunker.

Absent: Mary Dissette, Anthony Grassi, Penny Lazarus, Margaret McQuillan.

Consent Agenda

The following were accepted and approved:

- Minutes from the October meeting
- Scheduling memo

Officer Reports:

Treasurer's Report: Beth noted that ticket income appears less this year but that everything else is on target. Carol Yunker made a motion to accept the Treasurer's Report. Tom Clark seconded and the vote was unanimous.

President's Report: Solomon reported on the plans to implement the customer relations management system, Salesforce, in the near future, pointing out that it will take some time and will be phased in. The full launch will, hopefully, occur in September of 2018. The discovery phase will begin in January.

Director Reports:

Revenue:

Individual Sponsorships: In Mary Dissette's absence Joanne reported that of the 121 letters that had been sent out, 119 have responded for a total of \$12,000 and that we're in good shape. A move to a calendar system is being planned to make the process easier to handle.

Corporate: Joanne reported that she has had a great deal of help, much of it from members outside the BOD. The focus has been on Fall business ads and outreach to previous sponsors. We have lost some ads but gained others and saved 4 pages in the program. We have already collected \$2300 with another \$2300 coming. The IFS will be giving \$1000 in December and ads will bring in about \$2700. Ralph reported that he had requested grant funds from the Moseley Foundation for Advancement and Development for a piano dolly and that we have received \$1066 for the purpose.

Concert:

Music & Program: George expressed pleasure at our progress and stated we have ample time to prepare for the concert. Next week's rehearsal will focus on identifying problem areas. He has been in touch with the soloists and given the orchestra 2 new arrangements for the GNCC. Mary Ann Moreland and he attended the GNCC rehearsal today and they sound good.

Ticket Sales: Phil reported that things are in great shape with the ushers and monitors. Ticket sales are on track and going well.

Logistics: Ralph reported that the police detail has been arranged, that the piano, harp and organ are scheduled to be tuned. He would like to speak next week at rehearsal about the riser crew. Members will be asked to tell their section leaders if they need to be seated during the concert. Heating costs and needs

are dependent on the weather. The banners will go up the Saturday after Thanksgiving and the banner at the Nock is all set.

Media & PR: Brian reported that media announcements are proceeding. He will be contacting the Newburyport News and the Globe North. Sandy will continue with online postings.

Ongoing Business:

Mary Ann Lachat reported that the Operations Plan is helping everyone meet their deadlines. Photos were taken today at the GNCC rehearsal. The front half of the program is due back for the first look tomorrow. Kerri reported that outreach duties scheduled for October have not been done because of a very outdated contact list. She is currently updating it.

New Business:

E-Ticket Vendor: Phil went over his report on e-ticket vendors and his recommendation to move to Brown paper Tickets. It was suggested that further discovery is needed considering the plan to move to Sales Force. Several questions were brought up that need answers before a decision can be made. In order to make a change before the next concert all information should be ready by the end of January.

Strategic Planning: Mary Ann Lachat gave an overview to the strategic planning teams which then broke out to work on their individual plans.

Adjournment:

On a motion by Ralph seconded by Tom the meeting adjourned at 9:10 PM.

Respectfully submitted,

Sandra Starr, Secretary