

Newburyport Choral Society  
Regular Board Meeting  
February 13, 2018

**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, Mary Dissette, Brian Greenberg, Sarah Hall, Joanne Johnson, Ralph Johnson, Mary Ann Lachat, Kerri MacLennan, Margaret McQuillan, Maryellen Moreland, John Moreland, Brenda Rich, Beth Rogers, Phil Smith, Sandra Starr, and Carol Yunker.

**Absent:** George Case, Tom Clark, Penny Lazarus.

**Public Participation:** Pam Fenner appeared to speak about possible NCS participation in Amesbury's 350<sup>th</sup> celebration. Events are being held all year long and it was suggested that NCS might sing something from 1668, the year of incorporation, during the Pines Music Festival in August. It was agreed that the possibility is worth exploring.

**Announcements:** Joanne announced that soprano Mary Fraley's husband, Chuck, passed away today.

**Consent Agenda:** The Minutes of the January 2018 meeting were accepted and approved.

**Officer Reports:**

**Treasurer's Report:** Beth reported that the storage fee has been paid for the year, resulting in a discount and that our income is down by about \$5,000. A motion was made by Carol, seconded by Ralph to accept the Treasurer's report.

**Ongoing Business:**

Ops Plan: Mary Ann re-emphasized the use of the Operations Plan and members worked through the upcoming months through May 2018, updating as necessary.

Kerri reported that the scholarship letter will go out tomorrow. Ralph is to give Phil the comp ticket list. Mary Ann announced that the photos taken by Jeremiah True in the fall are very good. There will be a discussion down the road concerning access and use.

**Strategic Plan Updates:**

**Communication and Marketing:** Brian reported on the good response to our winter concert and that a video had been made of it. A friend of Kerri's is making clips to put on the website. The website process, directed by the calendar developed to spur updates is working and online social media posts are continuing, thanks to Penny. Current challenges include the need to develop a better task list and to create better coverage for certain areas of the webpage. New priorities and foci are interviews on WJOP, (one of which was held today with Brian and Penny and will reoccur every 6 weeks), creating a social media committee, developing a marketing plan for the spring concert, developing a flyer and re-organizing the master calendar for the website.

**Membership:** Current tasks have been completed; the possibility of a chamber chorus will be reviewed at a later date, depending on whether the Music Director feels it might be doable.

**Revenue:** Mary reported that new priorities include the spring solicitation program, updating the existing database and recapturing former sponsors. We need an easier way to extract information for the database.

Area for improvement: getting out thank you letters to sponsors. Tasks: Build a small team to help with sponsorships and ads. Joanne Reported that the ads are going well with several more for the spring concert. Packets need to be given out. Challenges: the Excel spread sheet needs to be refined and more help from the general chorus is needed. Beth pointed out that there are many new members and that we need a presentation on securing ads from businesses they patronize. Priorities: We have no letterhead left and need to get some promptly.

#### **NEW BUSINESS:**

**Poster Design:** The proposed draft poster was reviewed and it was agreed the telephone number should be removed. The Board expressed thanks to our interim designer for helping out on short notice this term and without financial compensation. Ralph made a motion to accept the poster design. Carol seconded and the vote in favor was unanimous.

Mary Dissette made a motion to table discussion of the Google drive and riser safety until the March meeting. Ralph seconded and all agreed.

**Executive Session:** Mary Ann made a motion to enter into Executive Session for the purpose of discussing certain employment contracts. Carol seconded and the Board entered into Executive Session at 8:22 PM.

Return to regular session at 9:46 PM.

**Report to the Board:** The President acquainted the Board with certain actions taken during the previous Executive Session. The Board of Directors met in an Executive Session to discuss an Employment Contract for the Music Director. The Board received necessary and germane information, and extensively debated the issue. Furthermore, the Board has referred two motions to an Open Session for any action that the Board may deem fit.

**Assistant Conductor:** Vice President, Mary Ann Lachat made a motion that the Board approve the motion relative to the Assistant Conductor, as submitted by the Executive Committee. Ralph seconded. Mary Dissette suggested adding “per annum” to the motion on the Assistant Conductor. The motion was amended and a roll call vote was taken with all members voting in favor of the motion.

**Employment Contract – Music Conductor:** Vice President Mary Ann Lachat made a motion that the Board approve the Music Director’s contract as submitted by the Executive Committee. Ralph seconded and a roll call vote was taken with all members voting in favor of the contract as presented.

**Announcements:** The President reported that George will have 1 more scheduled absence, that of March 5<sup>th</sup>.

**Adjournment:** On a motion by Ralph, seconded by Beth the meeting adjourned at 10:03 PM.

Respectfully submitted,

Sandra Starr, Secretary