

Newburyport Choral Society
Regular Board Meeting
December 20, 2018

Call to Order: President Solomon Berman called the meeting to order at 7:09 P.M. at 8 Pond Street, Topsfield, MA.

Present: Solomon Berman, Brian Greenberg, Tom Clark, Mary Dissette, Mary Ann Lachat, Kerri MacLennan, John Moreland, Maryellen Moreland, Brenda Rich, Beth Rogers, Sandra Starr, and Carol Yunker.

Absent:. Joanne Johnson, Ralph Johnson, Phil Smith.

Announcements:

Brenda reported that the Mayor of Amesbury was very enthusiastic about his experience as Guest Conductor and the chorus in general. She also announced that Merrimack has awarded us a \$200 grant and that Rowley has declined to give us a grant. Mary Ann reported that a grant had been submitted to the IFS and they have awarded us \$2500 for the spring concert; \$1500 for piano rental, and \$1000 for the Composer in Residence. Brian reported that he and Penny Lazarus will have another interview spot on WJOP on January 9th with Sarah Hayden.

Consent Agenda: The minutes of the November meeting were approved. On the objection of Maryellen the Music Conductor's comments were removed from the consent agenda, and on a motion by Maryellen, seconded by Mary D., tabled for discussion at the January meeting when the Music Director will be present.

Officer Reports:

Treasurer's Report: Beth presented the Treasurer's report and explained some points. Ticket sales have generated over \$13187 and another \$8000 is expected from Meerkat. Carol motioned to accept the report; Mary Ann seconded and it was accepted.

President's Remarks: Solomon thanked Beth for hosting this meeting. The second term will continue to focus on infrastructure tuning and refining and then move on to growth. The entire website will eventually be redesigned and donation buttons will be inserted on it and on Neon. Mail Chimp will be integrated with Neon.

Director Reports:

Corporate Revenue: There has been an upgrade in program ads since we now can offer color. Joanne will need help with the ads and the business sponsors since these both take a great deal of time and effort. The member survey will be referenced. Tom pointed out that we need to have a consistent message and should have a dialogue with our sponsors as to what we can offer them.

Sponsorships: Mary D. reported that we have 102 current sponsors with 30-40 good prospects for renewals. Follow-up will be needed. Her priorities are: getting sponsorship onto Neon; the spring mailing; building a team; expanding a communication plan, applicable year round; and urging the chorus to reach an 85% sponsor level.

Concert Ticket Sales: Both concerts were sold out with a total of 1177 tickets sold compared to 1153 last year. 35% of tickets sold were on line. Discussion concerning limiting comp tickets was touched upon and will be followed up at a future date.

IT Update: Carol reported that letters about registration have been sent out. There are a few problem areas that still need to be ironed out. Processes for donations and credit cards need to be worked on and Mail Chimp and Quick Books need to be integrated into Neon.

Ongoing Business:

Ops Plan Review: The Ops Plan was reviewed and updated. Any changes will be emailed to Mary Ann and Sandy.

New Business:

Art/Printing Ops Plan: Solomon explained the plan for the creation of the media process for the poster design. The Assistant Conductor will be asked to provide complete write ups of the music for the concerts, its background, history, etc. so a media package can be developed early on. A standard size will be decided upon for bios with a limit to the number of words. The desire to farm this work out was discussed but discarded at this time because of cost.

Spring Registration: The upcoming registration process was discussed and commented upon. Maryellen noted that financial hardship candidates must speak only to Beth and that music should be lent out only to new members. Solomon emphasized that the process need to be as simple and easy for members as possible.

Adjournment:

On a motion by Tom, seconded by Beth the meeting adjourned at 9:12 PM.

Respectfully submitted,

Sandra Starr, Secretary