

Newburyport Choral Society
Regular Board Meeting
February 11, 2019

Call to Order: Vice President Mary Ann Lachat called the meeting to order at 7:03 P.M. at the Newburyport Senior Center 331 High Street, Newburyport, MA.

Present: Mary Dissette, Brian Greenberg, Ralph Johnson, Mary Ann Lachat, John Moreland, Maryellen Moreland, Beth Rogers, Phil Smith, Sandra Starr, and Carol Yunker.

Absent: Solomon Berman, Tom Clark, Joanne Johnson, Kerri MacLennan, Brenda Rich. .

Announcements:

Consent Agenda: The minutes of the January meeting were amended by adding Brian Greenberg to the absent list after which they were approved. The ICT update and the Ticket Sales Team Update were accepted.

Officer Reports:

Treasurer's Report: Beth reported that the fall orchestra costs came in under budget and that we're doing OK. Phil motioned to accept the Treasurer's report. Mary D. seconded and the report was accepted.

Vice President's Remarks: Mary Ann explained the News of Note process and requested that all items for this email be submitted by Wednesday evenings or Thursday morning at the latest. She then went on to explain the required advocacy activities for the MCC Gateway grant. Face to face meetings, emails or phone calls need to be made to the Governor and local representatives. Brian will coordinate these calls, craft a model letter that others can use and speak to Sarah Glidden. John will visit Diana DiZoglio and Jim Kelcourse. All calls and letters will need documentation.

Director Reports:

Membership: There are 137 members registered, and the majority used on line resources. Several ideas were brought up and suggested for future discussion.

ICT: Carol reported that most of the items she had on her list have already been done. The automatic thank you letters are ready to go as are the templates for invoices, but the automatic reminders are not quite ready.

LCC Grants: Mary Ann reported that the awarded local grants total \$2100.

Ticket Sales Policy Report: The issue that prompted this team's creation was re-iterated and corrected by noting that the family who came late and was unable to sit together had purchased advanced sale tickets. Ralph reported that under the "Gould Standard" the seating capacity was previously considered to be 540 seats. The load capacity of Belleville is 703. To obtain an accurate count of seat availability there will be a physical test done on February 26th. Several ideas were mentioned, such as: clarifying what advanced tickets means; over selling limits; offering premium reserved seating; adding a third fall concert; ticket price survey and many others which will be deferred to the retreat.

Scholarship Report: Mary Ann reported that the notification letters have not yet been sent out.

Sponsorship Update: Mary D. reported on completed tasks and itemized tasks for the coming months, such as establish procedures for tracking, communicating with and acknowledging donors, following up with sponsors, etc.

Ongoing Business:

Ops plan: The Ops Plan was reviewed and some dates changed.

Dates 2019 - 2020: Annual Meeting – May 14, 2019; Annual Retreat – June 15; Summer Sing – August 27; First Fall Rehearsal – September 10;
First Winter Rehearsal – January 7, 2020; Annual Meeting – May 12; Annual Retreat – June 20; Summer Sing – August 25; First 2020 Fall Rehearsal – September 8.

Reconsideration of 2019-2020 Concert Programs:

It was noted that the proposed concert programs previously approved by the Board have some inherent problems that required a second look. The Fall 2019 program proposal includes the Rutter Gloria which adds an additional \$5000 to the brass instrument budget (bringing it from \$5,000 to \$10,000). The Pinkham *Christmas Cantata* would fall into the brass configuration for the other pieces and add no additional cost. While no vote was sought from the Board, there was no objection to exchanging the Pinkham Christmas Cantata for the Rutter Gloria and the final decision will be referred to the Budget Committee.

The proposed Spring 2020 concert is that of Elijah, the orchestra for which requires 47 players. There is a concern that the size of this orchestra will severely limit audience accommodations and cause other logistical problems. The High School auditorium was suggested as a possibility with a number of members reporting the problems encountered when this site was used before. The Logistics Director will investigate possible venue solutions and options, and costs will be reviewed by the Budget Committee.

Ad Sales & Business Sponsorship Plan: Carol noted that the ad sales materials are ready and the business sponsors' information is being input. Chorus members are needed to deliver the ad packets and there needs to be someone to coordinate their efforts. Some people were suggested as possible coordinators.

New Business:

Spring Poster: John presented the poster for review and comments. Discussion ensued with the results that although everyone liked the overall appearance and appreciated the thought and work that had gone into it, it was thought that the bottom corners needed to be changed. John will relay the Board's concerns.

Adjournment:

On a motion by Carol, seconded by Beth the meeting adjourned at 9:02 PM.

Respectfully submitted,

Sandra Starr, Secretary