

**THE VERNON CHORALE, Inc.**  
**Board of Directors Meeting**

Meeting #7: Season 2021-2022 Date/Time: January 11, 8:30 p.m.

Location: via Zoom

**I. Call to order – 8:53**

In attendance: Cindy, Bruce, Sarah, Liz, Kate, Jeanne, Julie, James, Ehren, Kirby

**II. Acceptance of minutes** – November meeting minutes accepted; Annual meeting minutes accepted

**III. Reports**

**A. President**

- a. Contact was made to River Valley Piano inquiring about April piano rental.
- b. Contact was made to Justin Kurtz, audio engineer, he is available April 2.

**B. Treasurer**

a. Report:

- i. Current balance - \$29,247.65
- ii. \$850 received in donations and ad sales
- iii. \$1000 sent for rehearsal facility
- iv. \$78.03 paid for sheet music
- v. \$30.34 paid for normal operations
- vi. \$43.48 paid in rights fees to ASCAP

b. Comments:

- i. Question from Cindy re: ASCAP fees for live streaming – is it different than our normal fees? Answer: If percentage is based on venue capacity: St. B's vs. "The World" – no clarification, but will look further to see if anything needs to change. Report sent included our registered live stream audience.

c. Report approved.

d. Budget amendments recommended:

- i. Add \$1,100 to recording engineering line item (for holiday and spring)
- ii. Add \$500 to performance venue (to acknowledge extra help received from St. B's for live streaming)
- iii. Add \$1000 to equipment rental, tuning, and maintenance to rent piano for

e. We pulled in about \$800 from ludus and then spent an extra \$800 on recording engineer, etc.

f. Discussion of payment of \$750 to St. B's (normally \$400, increased for livestream)

g. Motion to approve all three of Bruce's suggestions - approved

**C. Artistic Director –**

- a. emotional rollercoaster of starting on zoom – anxious to get back in person
  - b. excited for this program
  - c. in a good place to launch conducting fellow search
  - d. so thrilled with Kirby’s work in December – musicality, came into own working with choir, everything on the podium is more Kirby
- D. Publicity –
- a. number of announcements in JI, Courant Community, Vernon Voice article, number of FB posts, people interacting
  - b. 22 new patrons added to mailing list
  - c. posted on FB about CT humanities grant
  - d. joint press release with other Vernon Volunteers Collaborative was sent out
  - e. Mailchimp blast about 2022 updates, including grant was sent
  - f. Would like to start getting data about how people are hearing about us in the first place.

#### **IV. Unfinished business**

- A. Email to singers – how do you intend to sing? In person or remotely? Will check in every few weeks. Make sure to put in that they can change their minds at any point.
- B. December concert recap
  - a. Live streaming (Discussed earlier)
  - b. Ticketing and donations (Discussed earlier – future discussion closer to next concert)
  - c. PJ - \$100 in a card as a thank you for Rebecca and PJ
  - d. Payment to St. John’s and St. Bernard (Discussed earlier)
- C. Grant update –
  - a. Julie has sent out announcement about grant and it is posted on our website
  - b. Everything required is done that needs to be done by Jan. 15.
  - c. should be getting our money by end of month
  - d. need to start gathering demographic data on our audience base
  - e. can we put message box on website to designate donation – Bruce will check
    - i. paypal has “add a note” in order to put designation, Bruce reads free form text that comes in, when you use debit or credit card, no option to add a note, Bruce will look into it
- D. By-Laws – nothing new to report

#### **V. New Business**

- A. Web site
- B. April concert prep
  - a. Piano rental
  - b. Audio engineer
- C. Conducting Fellow search- Liz is point person, she will get together with Cindy, Jeanne, or Ehren as needed

Next board meeting: February 8, 2022; St. John's Episcopal Church; meeting adjourned at 9:42

**VI. Adjournment**