

VERNON CHORALE, Inc.
Board of Directors Meeting

Meeting #10: Season 2021-2022 Date/Time: April 12, 2022 - 6:30p.m.

Location: St. John's Episcopal Church

In attendance: Julie Bezanson, Liz Whiteley, Sarah Maldonado, Cindy Trenholm, Jeanne Allie, Bruce Jones, James Burr

I. Call to order – 6:34

II. Acceptance of minutes - accepted

III. Reports

A. President *

- a. Tickets sold for April concert: 31 livestream viewers, 80 in person via ludus, 9 via arts center east, 27 tickets at the door
- b. The idea that 9 were sold at ACE shows that the word is out there and people are willing to go there to buy in person

B. Treasurer –

- a. Current Balance is \$31,702.30
 - i. \$210 in donations
 - ii. \$2588 received for concert tickets
- b. Ludus strong bringer of \$\$
 - i. Checks received from Ludus
 - ii. 2 donations from Ludus
- c. Tried using Facebook boost, hard to see if it was effective, but had quite a reach; spent \$160
- d. Plan to switch from desktop quickbooks to quickbooks online
- e. See report for more details

C. Artistic Director

- a. Thrilled with the concert, everyone did exactly what was hoped
- b. People felt the joy of singing! Several audience members shared this
- c. Excited to see Kirby work
- d. Kathleen already has 2 solo pieces – let's continue to encourage people to turn in music as early as possible

D. Publicity

- a. Sent updates in JI, facebook, mailchimp
- b. 11 new subscribers
- c. Other choirs seem to have “blurb” about concert on the poster – do we want to do this?
 - i. Alternative: description of concert on website, easier to access
 - ii. Website description
- d. Perhaps our website needs some updates, streamlining – to be continued

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IV. Unfinished business

- A. April concert review – survey results were reviewed, discussion on whether they gave an accurate picture of our audience base, reviewed various ways of gathering more accurate data (survey at concert? Give away for concert tickets for survey completion?), but reminded ourselves that this may be enough for our grant requirements – Cindy will provide what we have and ask for advice from grant committee.
- B. COVID protocol report – See the notes Julie sent in an email; watch and see what feds do about airlines on the 18th as this may determine what would be most logical for our purposes
 - a. **Questions to ask ourselves: If not now, when; If not, why?**
- C. Conducting Fellow search – tabled until next meeting
- D. By-Laws – nothing new to report

V. New Business

- A. June concert prep – tabled until next meeting
- B. Strategic Planning – please review questions from 2019 survey and decide what might need to be added or changed

Next board meeting: May 10, 2022; St. John's Episcopal Church; 6:30

VI. Adjournment