

**The Vernon Chorale, Inc.**  
**Board of Directors Meeting**

Meeting #1: Season 2022-2023      Date/Time: July 26, 2022 - 6:30 pm  
Location: 40 Steep Hollow Lane, Manchester, CT

- I. Call to order – 6:39
  - a. In attendance: Liz Whiteley, Kate Adams, Cindy Trenholm, Sarah Maldonado, Bruce Jones, James Burr, Julie Bezanson, Ehren Brown
- II. Elections
  - a. A vote was held to re-elect the following members to the VC Board of Directors: Kate Adams, James Burr, and Sarah Maldonado
  - b. The vote passed unanimously
  - c. A vote was held to elect officers for the VC Board of Directors as follows:
    - i. President: Liz Whiteley
    - ii. Vice President: Cindy Trenholm
    - iii. Treasurer: Bruce Jones
    - iv. Assistant Treasurer: James Burr
    - v. Secretary: Sarah Maldonado
  - d. The vote passed unanimously
  - e. The board would like to recognize Cindy Trenholm for stepping back into an officer role to fill the unfilled Vice Presidency. The board acknowledges her hard work as President and will greatly appreciate her expertise in this new role.
- III. The board unanimously voted to approve the June meeting minutes
- IV. Reports
  - a. President: Liz Whiteley
    - i. Singer headcount for December: so far at 27 definite; 1 possible; 1 no, but hoping to join us for April and June;
      1. Still haven't heard from 5 – will follow up individually with those people
    - ii. Calendar – Liz suggested a more succinct list of dates for the 2022-2023 season, rather than a whole calendar, in hopes that it will draw members' attention to important events. The board agreed on this change.
  - b. Treasurer: Bruce Jones
    - i. Current balance (as of 6/30): \$24,827.03
    - ii. \$80 received in donations
    - iii. \$663 in ticket sales (including Ludus)
    - iv. Paid out various fees for Recording Engineer, printer, performance rights
    - v. Treasurer's report stored in google drive folder for more information
    - vi. Since beginning of July, we have received \$1,200 from Vernon Arts Commission; paid \$300 for liability insurance
    - vii. The board voted unanimously to approve the treasurer's report.
    - viii. Follow-up discussion – program printing
      1. The price to print programs has skyrocketed in recent years. Board members discussed the possibility of either going to a completely virtual program or finding a way to shrink the program to a smaller size.
        - a. To go virtual, we would provide members with a QR code. Some members felt this was a good idea, and have seen it

**The Vernon Chorale, Inc.**  
**Board of Directors Meeting**

Meeting #1: Season 2022-2023                      Date/Time: July 26, 2022 - 6:30 pm  
Location: 40 Steep Hollow Lane, Manchester, CT

- used in many places. Other members felt that our audience would appreciate a paper copy, and that we may not want to have our audience staring at their phones.
  - b. If we went with this option, what would that mean for advertisers? Would we feature them on our website and facebook page instead? Show their ads on a screen before the concert?
  - c. If instead we were going to cut the program, what would we cut? Could we provide a QR code in the program to access biographies, president's message, etc.?
  - d. We agreed to continue this discussion at a future meeting.
  - c. Artistic Director: Ehren Brown
    - i. December and April concert themes
      - 1. December – Focus on Holiday/Love/not just Christmas; keep things upbeat; focal point is Britten's Ceremony of Carols (24 min); with harp
        - a. Need to hire a harpist and a violinist
        - b. Members can play required percussion parts
      - 2. April – Still under construction
    - ii. Section leaders – Ehren will send a follow-up email, or ask specific people, not much interest expressed yet
  - d. Publicity: Julie Bezanson –
    - i. Auditions will be advertised on Facebook and via Mailchimp, Journal Inquirer, Courant Community
    - ii. Will investigate advertising on [www.ctchoruses.org](http://www.ctchoruses.org)
    - iii. This year, working to modify Facebook audience so that it is people close to our area and interested in music
  - e. Development: Cindy Trenholm – Will do Grant follow-up survey question/financial report (due in December)
- V. Unfinished business
  - a. Rehearsal space – stays the same as last year; Liz is in contact with St. John's
  - b. COVID policy – set baseline for masks
    - i. [A chart was created](#) and agreed upon by board members, utilizing three levels: green, yellow, red
    - ii. Levels and data will be from [www.covidactnow.org](http://www.covidactnow.org)
    - iii. Audience protocol will follow The Bushnell's plan, or the desires of the specific venue we will perform in
    - iv. Chart will be shared with members as soon as possible
    - v. Liz agreed to be responsible for checking the level each week on Mondays and informing members of any change to protocol
  - c. Choral Fellows – Soprano (former East Hampton student) & Baritone (Uconn music ed student)
  - d. Rehearsal Time – will stay 7:30-9:30 with a break, due to several scheduling issues with members and choral fellows
  - e. Tolland County Chamber of Commerce – the AV person from our last concert recommended we join
    - i. The board agreed to try membership for one year

**The Vernon Chorale, Inc.**  
**Board of Directors Meeting**

Meeting #1: Season 2022-2023      Date/Time: July 26, 2022 - 6:30 pm  
Location: 40 Steep Hollow Lane, Manchester, CT

- ii. Cindy agreed to attend meetings
  - f. By-Laws – nothing new to report
- VI. New business
  - a. Survey –
    - i. General observations: Concern over lack of young singers; need to remind members that they can review minutes or attend board meetings; camaraderie
    - ii. All board members are asked to review [the survey](#) data one more time before our next meeting
  - b. Social Event – we will try holding a social event before our first rehearsal for members & spouses
    - i. Liz agreed to look into a venue for the weekend of 9/10 and 9/11
  - c. Joint concert with Worcester Singers (run by Ed Tyler) - Ehren will follow up with Ed and brainstorm
  - d. Ludus –
    - i. Sarah inquired as to whether the board still wished to pass on the fees to the purchaser on Ludus – the board agreed this was still a yes
    - ii. Sarah shared the concern that the amount we paid to livestream for June (with specialists to run AV equipment) may have outweighed the 11 viewers – we agreed to revisit livestreaming for concerts where there is not an in-house video staff at the concert venue
  - e. Fundraising/Ticket Sales/Dues:
    - i. At a future meeting, we will revisit the idea of requesting that members sell a certain number of tickets vs. simply increasing dues
    - ii. Cindy discussed a recent workshop, which reinforced the idea of a culture change in our organization, in which every member is responsible for fundraising and promoting the group
      - 1. It was discussed that Tom Sweet would be a wonderful promoter of this idea in the group; Cindy will reach out to him about this
  - f. Next meeting – August 23 at 6:30 PM
- VII. Adjournment