

The Vernon Chorale, Inc.
Board of Directors Meeting

Meeting #2: Season 2022-2023 Date/Time: August 23, 2022 - 6:30 pm
Location: 40 Steep Hollow Lane, Manchester, CT

- I. Call to order – 6:38 PM
 - i. In attendance: Liz Whiteley, Cindy Trenholm, Julie Bezanson, Sarah Maldonado, Bruce Jones, Ehren Brown, James Burr, Kate Adams
- II. Acceptance of Minutes – Accepted unanimously
- III. Reports
 - a. President
 - i. Board meeting dates reviewed – December date only as needed
 - ii. Annual meeting date reviewed – We will most likely sing only during the second half of rehearsal
 - iii. Auditions, rehearsals, board meetings at St. John’s approved – 2 installments totaling \$1500.00; includes piano tuning
 - iv. Harpist has been confirmed
 - v. Section leaders confirmed
 - vi. St. Bernard almost confirmed for our concert in December – there is a backup plan for FCCV if needed
 - vii. 9 sopranos, 9 altos, 6 tenors, 8 basses
 - viii. 2 auditions booked; 2 of our 3 potential choral fellows will audition after first rehearsal
 - ix. Social Event – Elicit Brewing 9/11 2pm confirmed
 - x. Vernon Voice article provided by Cindy, Caragh, Julie– thank you!
 - b. Artistic Director
 - i. Discussion of venues for concert – St. Bernard preferred for acoustics on the Britten, but FCCV will be ok if necessary
 - ii. Music is starting to come in
 - iii. Will be checking in with Greg soon with a decision on what he’s conducting
 - iv. Article: “Orchestras are looking for answers in the wrong places”
 - 1. Sparked questions for future strategic planning:
 - a. Are there more audience members out there that we’re not getting a survey from?
 - b. Are they the ones who should help us make decisions about our future?
 - c. At what cost are you not changing?
 - c. Publicity
 - i. Audition announcements posted to Facebook, Twitter, JI, Courant Community, mailchimp
 - ii. Vernon Voice article will be published in October
 - d. Development
 - i. Contacted Tolland County Chamber of Commerce - \$350 for the year
 - 1. Exposure (audience members or singers), relationship building; Includes 13 towns
 - 2. All our announcements/events will be shared for free if we become members
 - 3. Cindy is willing to attend meetings
 - ii. Paul Shimer will match \$100 donation to fund, will do up to another \$500
- IV. Unfinished business
 - a. Discussion of member feedback from strategic planning

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- i. Lots of mention of bringing in younger people –
 - 1. increasing choral fellows, Ehren's student teachers will help
 - ii. Working on the camaraderie piece as well – creating more social events
 - 1. Kate volunteered to be social chair
 - iii. Hope for repeating songs we never got to sing, expand to two concerts
 - iv. Diversity of repertoire – less repetition –
 - 1. Institute for Composer Diversity will be explored
 - v. Concern over the role of section leaders – Ehren will introduce section leaders and briefly describe their roles at the first rehearsal
 - vi. Suggestion for sign ups for concert prep – set up, clean up, set up tickets, programs, etc.
- V. Auditions prep – working on getting a substitute accompanist
- VI. Rehearsal prep
- a. Discussion of important dates list/format – looks correct
 - b. Can we make fillable ad book form for website? Bruce will investigate.
 - c. Perhaps we will use FCCV as a second snow date option
- VII. Podium purchase – Liz will check into updated price; we may want to work into budget
- VIII. Fundraising/Ticket Sales/Dues –
- a. Do we want to bring back online fundraising campaign, as we did during the shutdown? – Cindy will look into it.
- IX. Treasurer's Report
- a. Current balance: \$25,666.35, including Shimer fund money
 - b. Took in \$1200 from Vernon Arts Commission
 - c. Liability insurance premium has gone down by quite a bit
 - d. \$60.68 – two months of zoom and website costs
 - e. Approved unanimously
- X. Budget
- a. Corporate sponsorship number might change - our sponsor law firm dissolved
 - b. Likely we won't be getting the money from Vernon Arts Commission as they create the new Arts and Cultural Commission, budget line has been dropped
 - c. Ad sales budget has increased, in hopes that economy has rebounded enough
 - d. Member assessment subtracted from published resources shows how much the group pays for scores for music staff and choral fellows
 - e. Total budgeted revenue: \$23,865 - \$2500 less than we pulled in last season
 - f. Proposal to increase award for choral fellows to account for gas prices – amount has not increased since 2012.
 - i. This would also support the idea of increasing amount of younger members. Increasing to \$400 per semester per choral fellow.
 - ii. Should be able to utilize Shimer fund to defray the cost
 - iii. Choral fellow program does not cover June – only academic timeframe. Total of \$2400.00 for the season.
 - g. One piano rental per season budgeted
 - h. \$1500 for performance venue includes money as a thank you for livestream help
 - i. Sub accompanist is for \$75/event, but it hasn't increased in ages, we will increase to \$100 per session - total \$300
 - j. Harp - \$750; budget is \$800; add \$200 for a rehearsal and concert for violin, brings total for musicians to \$1000
 - k. Discussion – printing costs almost cancel out ad revenue;

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- i. could we use qr code for printing less? What would that do to our advertisers' views?
 - ii. Experiment this season – print less, also provide QR code, see what is most popular
 - I. Cut \$100 out of advertising expenses by lessening posters (which are often not used by members) and focusing Facebook ads
 - m. Looking at options for online payments with less fees than paypal
 - n. Add Tolland County Chamber of Commerce \$350 under memberships and dues
 - o. Staff Development is to pay Conducting Fellow's ACDA membership fees
 - p. Total Net Expenditure: Spend \$3705.00 more than we take in – have enough cushion in account for now, but can't continue this way for multiple seasons.
 - q. Another \$1500 coming in from CT Humanities (not shown in budget right now)
 - r. Need to find a way to modernize revenue streams – fundraising, ad book, etc. What can we do better in 21st century?
- XI. Moved to Executive Session at 9:11 PM
- XII. Next board meeting September 13, 2022 6:30 pm at St. John's
- XIII. Adjournment at 9:45 PM