

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

Meeting #4: Season 2022-2023                      Date/Time: October 11, 2022 - 6:30 pm  
Location: St. John's Episcopal Church (523 Hartford Turnpike, Vernon, CT 06066)

1. Call to order – 6:32 PM
  - a. In attendance: Liz Whiteley, Ehren Brown, Cindy Trenholm, Julie Bezanson, Bruce Jones, Sarah Maldonado, Kate Adams, James Burr
2. Acceptance of Minutes – Accepted unanimously
3. Reports
  - a. President
    - i. Most photo permission forms and personal use forms have been returned
    - ii. All new contracts have been signed (AD, CP, choral fellows, guest musicians)
    - iii. Capital campaign/Ad campaign kick-off officially underway
      1. Tested out Bruce's electronic ad form, and it works seamlessly
    - iv. Had a suggestion from a member to maybe do some ice-breaker activities as a way for all of our new members to get to know us and each other better
      1. As introvert, some of us aren't too comfortable; Ehren suggested maybe having it be something not deeply personal in order to make it more comfortable; also, maybe talking about something other than ourselves – like the music; maybe instead could bring this to other social events or invite people to talk to someone new at break
    - v. New podium – can we buy it now?
      1. Bruce says we can buy it now; Liz will send him information to get the transaction started
    - vi. Conducting fellow – received application materials from David Gladstein; when can he audition?
      1. Ehren would like to do it next week during rehearsal; Ehren will be here at 7:00 to give him an interview; Ehren's had several conversations with him, but wants to go through the process – thinks it's good for the group and good for the mission; also, would provide solution in the case that Ehren needs to miss a rehearsal due to illness; Ehren would probably have David conduct 1 piece for December, instead of the usual 2 for this first semester; Ehren will give him notice tonight as to which piece to prepare for his audition
    - vii. Do we have someone already to do the concert texts and translations?
      1. Awaiting answer from Joe Scott
  - b. Treasurer
    - i. Current balance \$27,744.55
      1. \$1,700 received in donations
      2. \$930.00 received for music scores
      3. \$1,860.00 received in member dues – this represents all but a few members

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- a. Bruce has means to bill people directly via email who haven't paid yet
4. \$100.00 paid to substitute accompanist
5. \$120.00 paid for sheet music
6. \$0.60 paid for postage
7. \$95.00 for form printing
8. \$14.40 paid for our website
9. \$114.94 paid for our monthly Zoom subscription and an annual Grant Research service (covered by a pending donation) – called Grant Station; something Bruce heard about years ago in a non-profit seminar
10. \$22.66 paid for banking fees
11. Our 2021-22 federal tax filing was electronically submitted on 10/06/2022; this cut months off the overall process
12. We have deployed a form for electronically submitting electronic ad media and copy
13. We have the means to bill using Quickbooks online billing, allowing us to accept payments by credit card, debit card, bank transfer, or PayPal (however, there is a service fee of about 3%, so we haven't used it for the bulk of our internal activity.)
  - a. Ehren wondered if we could add this cost as a service fee; Bruce specified that we do absorb this cost; therefore there is no way for the service itself to tack this on
  - b. Quickbooks generates the invoice or bill automatically once the person's contact information has been entered; the payment comes into our bank account directly, and the service fees comes directly out
  - c. Bruce's preference is still to have people fill out the form in triplicate and paying up front; anyone who submits a paper ad but doesn't pay along with it could still be billed in this way, if necessary
- ii. Approved unanimously
- c. Artistic Director
  - i. Conducting fellow discussion already took place
  - ii. Britten is harder than Ehren thought it was; this means we've got to stay on it to make sure we do all we need to; also will make sure to prepare a good speech for the audience's sake
    1. Ehren will make sure to reiterate the solo opportunities
  - iii. If COVID shuts down our rehearsal time at any given point, Ehren will have to think about what to cut, if necessary
- d. Publicity
  - i. FB link for ads and also the ad campaign MailChimp email
  - ii. Thanks to Bruce for doing online version for ad sales
  - iii. Thinking about photos – it's hard to do publicity without updated photos; lighting isn't great here; maybe we could use some grant money to hire a photographer to get some good shots
    1. Ehren and Liz love this idea! Cindy does, too.

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- iv. Julie would love to sell some more VC apparel – Ehren mentioned something full-zip, in particular; Lauren Dominique used CustomInk last time; Ehren mentioned this is a very user-friendly service to utilize
- e. Development
  - i. Tom Sweet will make an appeal video; Ehren will also create one – was wondering whether landscape or portrait and also whether we want a more formal take with him sitting down and speaking, or more of a selfie-style walking and talking – Julie & Cindy will think about it and get back to him
  - ii. Cindy mentioned how beneficial it is for health to be in a choir; Chorus America also published
  - iii. Cindy will attend her first event for the Chamber of Commerce
  - iv. New grant application is done, except for financials – due November 4
    - 1. What would your organization need, beyond funding, to help realize transformational change?
      - a. Cindy thought about volunteers
      - b. Kate mentioned maybe organization of choral music or storage of choral music
      - c. Ehren mentioned the possibility of an Executive Director – but would require funding, though
      - d. What growth are we envisioning in this group? Do we want to stay where we are?
      - e. Visibility of arts among state officials – what if they sponsored a festival of choirs at The Bushnell or something, and they could feature premiere groups?
  - v. Final report for last grant is done, except for the expenditures (CT Humanities, in both instances)
- 4. Unfinished business
  - a. Ordering conducting podium – already discussed above
  - b. Printed programs vs. QR code – not discussed - will refer to Chorus America article at future meeting for discussion
  - c. Need April & June concert program ideas to include in the December concert program; at least save-the-dates; ideally titles
- 5. New business
  - a. Conducting Fellow Search – discussed earlier in meeting
- 6. Adjournment – 7:15 PM

Liz will send out communication with rehearsal YouTube playlist AND all parts of the Britten Ceremony of Carols [cyberbase.com](http://cyberbase.com)

Next board meeting November 8, 2022 6:30 pm at St. John's