

The Vernon Chorale, Inc.
Board of Directors Meeting

Meeting #5: Season 2022-2023 Date/Time: November 8, 2022 - 6:30 pm
Location: St. John's Episcopal Church (523 Hartford Turnpike, Vernon, CT 06066)

- I. Call to order
- II. Acceptance of Minutes – Unanimously accepted minutes from 10/11 meeting
- III. Reports
 - a. President
 - i. All member release forms have been returned.
 - ii. Piano delivery to St. Bernard is arranged for December concert
 - iii. Photographer will give us a discounted rate to come do a formal shot for our website and some candid – she will come Wednesday and Saturday, we will all have to come in concert dress
 - iv. Grants often ask how many board members are donors. Even if board members donate a small amount, that can be counted, and shows our support for our mission!
 - v. Town council meeting next Tues – should we go in order to publicize our concert? Cindy has a different meeting she'll attend with some town council members; will publicize concert then
 - vi. Announce at break: looking for members to assist with various concert tasks
 - vii. Before concert week, we need to check on brakes for piano
 - viii. April concert poll went out to members
 - b. Treasurer
 - i. The current balance of all accounts is \$31,557.42
 - ii. Received \$3,195 in donations and \$700 in advertising
 - iii. Monies paid out for P.O. Box and document printing
 - iv. Capital Campaign:
 - 1. Online ad submission form has been used
 - 2. There are pending donations and ad submissions
 - 3. At about 50% of fundraising goal
 - v. Even if we meet our fundraising goal, we were still anticipating dipping into our reserves for this season, when we planned the budget
 - vi. Perhaps more fundraising options for the spring?
 - vii. Approved unanimously
 - c. Artistic Director
 - i. Music is in relatively good shape, issues are surmountable
 - ii. Conducting fellow shows a great deal of promise
 - iii. Masks for concert week? Need to make a decision
 - iv. Drums will be introduced tonight
 - v. Looking forward to adding all the instruments
 - vi. Followup tasks: check on rehearsal date with violinist, check on next date Kathleen can't attend rehearsal, recruit extra help lifting risers
 - vii. Only positive feedback on question of Ehren and Kathleen unmasking
 - d. Publicity
 - i. Facebook event and photo posted for concert
 - 1. Can we boost our facebook poster/ticket sales? Yes – select “vc audience” when boosting

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- ii. Sent out mailchimp announcement about concert
 - iii. For capital campaign, posted photo and two testimonial videos (with lots of positive feedback)
 - e. Development
 - i. Final report went in for grant from last year
 - ii. Application went in for this year's grant – find out in December
 - iii. Habitat for Humanity after hours event for Chamber of Commerce coming up
- IV. Unfinished business
 - a. Printed programs vs. QR code – agreed to have program QR code as an experiment for this concert – Ehren will take an informal survey mid-concert about QR code usage
 - b. Masks for concert – unanimous agreement - masks optional for concert week
- V. New business
 - a. Music order for spring concert – to be discussed; survey has gone out to members
 - b. To Do: Find out board vacancies/terms ending before annual meeting, search for more board members
- VI. Adjournment

Next board meeting – December 6, 2022 on Zoom

Annual Meeting - January 3, 2023 at St. John's