

The Vernon Chorale, Inc.
Board of Directors Meeting

Meeting #10: Season 2022-2023

Date/Time: April 11, 2023 - 6:30 pm

Location: St. John's Episcopal Church (523 Hartford Turnpike, Vernon, CT 06066)

- I. Call to order - 6:35PM - Liz Whiteley, Steve Walker, Cindy Trenholm, James Burr, Julie Bezanson, Sarah Maldonado, Bruce Jones
- II. Acceptance of Minutes- accepted unanimously
- III. Reports
 - a. President -
 - i. Feasibility of continuing livestream - Discussed technical issues at both concerts this season, the fact that it takes an incredible amount of work to set up due to the change of venue for each concert, and the fact that it costs much more money. Justin charges extra to prep the sound for the livestream at dress rehearsal and we make an additional donation to church volunteers who help to run the livestream. Our audience members via livestream don't make up for enough revenue to cover these extra costs. Board members agreed that it doesn't make sense to continue live streaming concerts, except perhaps for special events.
 1. Resolutions to technical issues at April concert - we offered all patrons a refund if requested, or they could opt to consider their ticket fee a donation. Out of the few respondents, most wanted to donate, one had a complaint which Liz responded to. There was also one complaint in the general email box and one on Facebook.
 - ii. Jordan TW Trio for next April concert - We discussed the feasibility of continuing with this partnership even though we didn't get the grant that would have funded it. The cost was estimated to be about \$5000 for the larger venue plus all band expenses.
 1. Bruce reminded us that for this season, we intentionally planned on a \$5000 loss (to be covered by the cushion of money in our account.) If we could stop that from continuing to happen each season, we could easily afford the concert.
 2. Other ideas to help fund: keep other two concerts "bare bones", fundraise specifically towards the goal of the specific concert, raise ticket prices for special concert
 3. We decided to go for the Irish concert and include the Jordan TW Trio, with extra fundraising if necessary
 - b. Treasurer
 - i. Balance: \$28,332.48
 - ii. \$220 donations concert weekend
 - iii. Paid artistic leadership and musicians
 - iv. Paid for June sheet music
 - v. \$283 Ellington printery
 - vi. \$155 for Chorus America renewal membership
 - vii. Outstanding: FCCV donation
 1. Ludus incoming
 2. Recording engineer bill
 - viii. Unanimously approved

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- c. Artistic Director - no report
 - d. Publicity - Recent publicity: mailchimp newsletter, courant community, JI announcement - we got the headline!, boosted a facebook ad
 - e. Development - no report
- IV. Unfinished business
- a. Value of live-streaming - Discussed during President's report
 - b. Jordan TW Trio for April 2024 - Discussed during President's report
 - c. Donation to FCCV for building usage - Bruce will handle this donation
- V. New business
- a. Cello & Oboe for June 2023 concert - oboe will be covered by choir member, we agreed to hire a cellist. It was noted, however, that we are over-budget for guest musicians by \$700 this season.
 - b. Ludus ticket sales - will need to be handled by another choir member as Sarah will be taking some maternity leave from the chorale. Liz will ask for interested parties at rehearsal. Sarah is willing to train whomever steps up.
 - c. Vacancy for board secretary - We need a replacement for board secretary for the 2023-2024 season.
 - d. A suggestion was made to recruit choral fellows before the end of the school year instead of waiting until the Fall. Cindy agreed to handle this.
 - e. New Donations - Bruce and Sarah will provide lists from concert weekend.
- VI. Adjournment - 7:26

Next board meeting – May 9, 2023 at St. John's