

Market Street Singers Board Meeting
February 21, 2013 Meeting Minutes

The Market Street Singers is a choral ensemble for Ballard that builds connections within diverse communities. Celebrating the joy of choral music among singers and listeners, we aspire to cultivate neighborhood pride with choral arts that are truly community identified.

Present: Terrell Aldredge, Cathy Palmer, Chris Vincent, Gary Woods, Lucinda Kidder, Margo Landrevile, Hannah Won, Jaime Worthington, Jean Bowman, Chris Baptiste, Ashley Wiggin

Visitor: Maureen Finn

Call to order by Chris Baptiste at 7:07

1. Treasurer's Report (Hannah)

Hannah notes that all Board Members should review the financial reports from previous month/year. She reports that this month we are down a bit from the previous month but we were reminded that this is usually the case because we pay for most of our music in January. Costs for the January sing-along event were ok as well, and the Church reduced the rent due to a heating issue. Overall, we are in good shape financially.

2. Task List (Terrell) any updates?

- a. Production manager
 - i. Terrell checked in with Megan Smithling as a potential person to act as production manager but she is unavailable. We need to consider others who might be interested and available in being our production manager on a semi-permanent basis, ideally someone not in the group. We may consider hiring someone for this.
 - ii. ACTION ITEM: Chris V. will ask at Cornish if there are students who might be interested in doing this in an internship or training opportunity. It's possible that we could offer them a small stipend.
 - iii. ACTION ITEM: Margo will ask the choir director at North Seattle Community College about possible students who might be interested.
- b. Rummage Sale:
 - i. ACTION ITEM: Terrell will contact the church (St. Luke's Episcopal) to see if they are available for the October dates we prefer.
 - ii. Terrell also noted that she will be away during rummage sale, and asked if others might be interested in leading this effort. We should revisit this closer to the fall.
- c. Tote Bag fundraiser
 - i. Jaime checked in with Russ on the bags and provided a report to the group. He is working on finding the right item and printer for our needs. We will wait for an update from Russ soon and from Jaime at next meeting.
 - ii. ACTION ITEM: Jaime will keep working with on Russ on this and will provide update at next meeting.

3. Grant update-- Lucinda

- a. Lucinda updated the group on the City of Seattle grant we received last year. We will be granted an additional \$1000 this year (the same as last year) but we need to fill out some paperwork by April 1. Lucinda is organizing the paperwork and will be working with Chris V. to submit it. We also need to discuss at a later time what we will use the grant money for.
 - i. Lucinda has looked over contract and will come up with the information needed in conjunction with Chris V. ACTION: Chris B. needs to send Lucinda contact information. Guidelines for next year's grant will be up in April.
- b. We will need to think about this for the next contract cycle/ year. We will think about some of the "long-term" ideas for the next grant. Some ideas suggested included something around the 10th anniversary; possibly in a different venue than our normal church or a soloist or hired person to help with our performances. Cathy presented another possible idea for the group to do some professional development or a learning project as part of the grant. The fact that newsletter has expanded could also be highlighted in our submission. We also now have two study file preparers as well that could be considered donation in kind for the grant. We will discuss more in April.
 - i. ACTION: Put grant discussion on April Board Meeting agenda. We will wait for further information once from the city.

4. Sing-in – lessons learned for next time?

- a. Chris V. had a series of suggestions for what to do to better recruit/ advertise for the event. Chris V. thinks that using only electronic flyers was not an effective way to advertise. He also brought forward some ideas from choir members, who suggested that PR was lacking.

It was also noted that during our previous sing along, we prepared differently. Larry Gockel made a business card and put information about sing along on back of the card and handed it out at folklife festival. We think it would be possible to have cards printed like this for folklife again once we set a date for next year. The group agreed that January is actually a good time with fewer distractions than other times of year. For next time, we will have flyers and cards to hand out early in mid-December. We also decided to create an events page on the website where we could keep updated information and include the link on the cards to be distributed.

It was also suggested that this become more of a "required" event for Choir members rather than suggested to attend. It was also suggested that the time be changed to a Sunday afternoon to help with event promotion and attendance. It was also suggested that a potential alternate date would be between Christmas and New Years—there is very little going on in terms of performances. All agreed that this would be worth discussing again when we revisit the event in the fall.

5. Advertising – in the May concert program

- a. Terrell contacted Russ about adding an advertising page to the program. She reported that this won't need a lot of lead time for the program and that our goal should be 4 weeks before the May concert. The group decided on a 1 page flyer that would include 8 business cards per side. Page that is the same size as the program and is a single sheet, but it needs to be printed on legal size paper so wouldn't save us any money. Regular

size page would be 8 or 16 cards on each page. In order to meet our costs, we need to sell at least four ads. Rate per space will be \$25.

The question arose as to what we would do if we sell too many ads and it was decided that once we get to that point, we can revisit the conversation. We will need to put together a packet of information to give to the potential advertisers including audience numbers, membership of choir (mostly Ballard and adjacent neighborhoods). WE believe it is reasonable to expect that we could sell 14 or 16 \$25 ads.

--ACTION ITEM: Terrell handed out a draft letter and wants board members to review. All should give feedback to Terrell on the letter and how we should move forward. Terrell also wants everyone to come with an idea about a business they approach before the next meeting. Terrell will work on the draft of material to give to the potential advertisers for review during next meeting.

6. Gazette

- a. Bonnie has noted that if we increase our payment to Constant Contact by \$5/month, we get a lot more storage space to add more images to the newsletter. The group discussed and would like more information from Bonnie, including what we're getting now and how this would improve ways to reach our audience. We'd also like to know more about what exactly we would get for increasing our payment and if this would be a worthwhile thing to do.

--ACTION: Chris B. will ask Bonnie what the level we are using now is, what the cost is etc. and report back.

7. Fundraising

- a. The group discussed fundraising efforts: Some things seem to be working well and others are not. It was suggested that we have a central "table" during rehearsal where people can buy any of the items we would usually send. The group also thought that perhaps it would be worthwhile to look into doing more selling outside of the group to other people, such as concert attendees. We will look more into this as we get closer to our May concert and can find someone to help with concert production.

We also discussed potentially marketing the fundraisers better in the newsletter—moving them up, changing the text, etc. Basically making them more exciting and interesting to the readers and include information about how many we are selling, how many are left, etc. The group also discussed getting Taco Time coupons and selling them at rehearsal for an easy fundraiser. We will look more into this after the movie ticket fundraiser is complete.

Additionally, there may be people who have matching gift opportunities in their companies who do not know about this option. We will remind people that some companies do this and they should check on their company's policy on matching gifts. Major companies like Boeing often do this.

--ACTION: Chris B. will mention to Bonnie that we should add email link to the person's name in the gazette for easy contact outside of rehearsal.

--ACTION: Margo will email Chinook book to find out about the date we need to determine what we're doing.

8. **10th Anniversary**

- a. The Market Street Singers will celebrate their 10th anniversary next year (2014). The group discussed this briefly and will continue to discuss as we get closer to this milestone. We considered some ideas on commissioning a piece for the anniversary or completing a "best of" performance or "masterwork" and invite former members to return and perform with us. We also considered that we could do something special for the whole year, not just one show.

--ACTION: Any ideas for the 10th anniversary should be sent to Chris V.

9. **Board Recruitment**

- a. No suggestions this month but we should all bring suggestions for the March meeting.

10. **Upcoming Events** – May Concert, Chorus America Conference in June, and Consortium Festival in October

Chris V. touched briefly on the Chorus America conference and will solidify his ideas about how to promote this more in the choir and come back to the board. One important thing to note is that we may not have to register if we volunteer. The dates for the conference are June 14, 15, 16.

11. **New business (anyone?)**

- a. Ashley will start sending out action items the day of or after the board meeting instead of just include them in the minutes. This will give her more time to compile the minutes (☺)
- b. Next meeting March 9, at 10am at Hannah's house.
Kinnear Vista
1001 2nd Ave West #302 (O'Brien on the buzzer)
Seattle, WA 98119
Hannah suggested trying to park on Prospect St.
Terrell will take minutes in Ashley's absence.
- c. Terrell distributed binders to "new" board members for review. Come back with your ideas for improvements!

Meeting adjourned at 8:48pm

Treats

March- Cathy

April- Gary

May- Lucinda

June- Jaime

July- Jean

August- Hannah

September- Margo

October- Terrell

November- Ashley
December- TBD