

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.

June 6, 2013 Board Meeting

Present: Cathy Palmer, Margo Landreville, Chris Vincent, Chris Baptiste, Hannah Won, Terrell Aldredge, Jaime Worthington, Ashley Wiggin
Absent: Jean Bowman, Gary Woods
Visitor: Kate Riordan

Call to order 7:02pm

1. Treasurer's Report (Hannah)

Hannah reported that May was a big month for the group in terms of income, with bag sales, GiveBIG and revenue from advertising in the program. Expenses were also higher than most months, due to the cost of creating the bags and concert expenses. Overall this month we had a net income of \$2400, with \$400 from the concerts.

Terrell raised a question about why our music is not listed as a fixed asset in the budget. Hannah noted that each individual piece isn't a fixed asset and can't be insured individually, so it wouldn't be worth it financially.

The group also discussed the use of advertising in the program and how this could be managed differently next year. We had an additional charge to the budget of \$500 for the programs, but Russ gave us \$300 as an in-kind donation. We had originally envisioned the program as cheaper and not as design-heavy, so we may revisit how this is done in the future.

2. Chorus America Conference (Chris B./ Kate)

No action from the board needed. Kate is the only person attending/ volunteering at the conference from the choir's membership and will come to a future board meeting to talk about what she learned. No other. Chris encourages all to read the leadership manual that they obtained last year.

--ACTION: Gary needs to share the chorus leadership manual

3. Task List/ previous action items

- a. **Advertising:** Terrell will work on updating the ad procedure procurement document and process. Overall, the ads were successful and we believe we would like to do this again. We should start talking again about the process again in November or early January. The group discussed ideas for how to manage the process and perhaps going through a proofing period with the program incorporating the ads. Since we have a precedent this time, hopefully next time will go more smoothly.
- b. **Rummage Sale:** Margo talked to Gordon at the concert—he will help but not coordinate the event. Terrell suggests keeping him in the loop but not organizing. Barbara has too much she is doing right now to take it on but she sent a very detailed email with more information that should go in the manual. Joyce is in town until September—she thought that she could be here the first week of

October if we chose to do it then. Rosalind or Rosalyn might be interested in helping—Margo will get the contact info from Terrell of person at church who we need to coordinate with.

--ACTION: Terrell will check back with Church; Margo will work on recruiting

--ACTION: Margo and Terrell will meet to discuss details of the rummage sales

- c. **Bag Sales:** Bags were not sold at FolkLife festival. There was a lack of coordination and we missed this opportunity but will learn from it and try to do better next time. We will need to evaluate how well the bags are selling and the impact they are having on our budgets. We had to pay for their production in a lump sum, which was quite large: \$807. We need to sell these more often--at rehearsals and every concert. Other places will be at the rummage sale where we could possibly we do some promotion around "filling the bags". This won't be a huge money making effort for us. We now need to find someone to put in charge of selling the bags at rehearsals, separate from treasurer duties.

--ACTION: Terrell will solicit for a "bag seller" at rehearsal by sending announcement to the gazette. Terrell and Cathy will coordinate sales a first rehearsal.

--ACTION: Kate will bring some bags to rehearsal.

4. **GiveBIG 2013** (Chris B.) – report on how it went

--Chris B. got an email that we'd get the info in mid-June—estimating 9% match. We might be getting around \$400 that we wouldn't have gotten otherwise by going through this. 95% was from choir members plus a few others. What we really want to do is encourage outside members to donate. There is the possibility that there could be some "fatigue" in terms of donations. Cathy asked if there would be some analysis about how the Seattle foundation gets money back. 3% credit card charges going back to their company. She wondered if we would have the chance to provide feedback about how it went and suggested that Chris could offer that feedback about learning how much the click and pledge company is making and if they would consider a lower cost way of obtaining payments.

In the future, everyone should encourage their friends/ family/ etc. to donate via this opportunity, and possibly we could do more promotion around how we're using the money. For next year we should be prepared ahead of time to send "Thank You" emails to people that send us donations (or at least send them to people outside the group as Cathy did this year).

Bookkeeping was extra work and took a while but reports sent were pretty good.

ACTION: Chris B. to wait to see if they solicit feedback; provide feedback about lowering rates at click and pledge if possible.

5. **Grant Update**—

We need to prepare for the new grant submission. The grant requires us to track numbers at our performances so we need to do a better job of this. We also need a description of how the concerts impacted the community. We will include information about the three concerts we performed. All documents are due June 13th.

Lucinda is helping us as we transition between grants. We are nearly done and looking forward to meeting the deadlines. Although Lucinda has moved to the East Coast she has offered to help out with future grant activities as she is able. We think it would be a good idea to find others in the group who would be able to help deal with more local considerations in grant preparations in the future. We'll discuss this in the next

meeting.

Kate suggested a while ago that we could invite Kathy Hsieh who is the director of the Seattle Office of Arts & Culture to a board meeting. Cathy P. suggested that we invite her to a concert in the future instead. We should make an effort to personally invite her to a concert.

6. **Picnic –**

Cathy P. is coordinating the picnic on July 23rd. We will announce in the second rehearsal of the season and start messaging in the gazette. Kate has non-edible supplies at her house (plates, napkins etc.). Cathy will go to Kate's house to survey how much stuff we have. Terrell suggested that we ask people to bring along songbooks and instruments to sing along. Cathy will add this to the announcement. We will also need coolers and other items of that nature and these will also be added to the gazette.

ACTION: Cathy will go to Kate's house to survey materials and send announcement to gazette for next week. Cathy will also solicit helpers during the 2nd rehearsal. Cathy will coordinate the event.

7. **December Concert (Chris V) –**

--Cascadian Chorale already has Ingrid scheduled for the December concert. Chris has decided to do the concert unaccompanied for the 14th. We have a collection of unaccompanied music that we've done in the past, but we can do new stuff instead, possibly called "market street singers unplugged". For Echo Glen, we would still have a pianist so we could do something different with a smaller keyboard. Kate will loan keyboard for Echo Glen performance. Board decided unaccompanied concert on Dec. 14th would be fine.

8. **Upcoming –**

--Chris V. reported that ambassador ensemble is coming together; lots of people involved. We are going to do our best and we have 9 rehearsals planned on Monday nights—starting June 17th and through the summer. Everyone is excited and eager about it. Grant gave us the "confidence" that we could proceed with this.

--We asked Chris V. to make additional cards advertising our January Festival of Favorites sing-along that we could have ready to hand out at a multitude of different events.

ACTION: Chris V. will make additional cards after grant completion date.

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

ACTION: Chris B. to send meeting dates to the gazette.

ACTION: Hannah to send reminder to section leaders about \$ fee during first rehearsal.

--Terrell: volunteers for concerts—perhaps we could have a reciprocal relationship with another group to share volunteers. Possible ideas would be Cascadian Chorale? Not generally too difficult to coordinate people. We will consider discussing this later.

--Save the Date: Concert at St. Marks: Choral consortium October 11

Meeting adjourned 8:46pm