

**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.**

**Call to order: May 11, 10:25 am**

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

**Absent: Cathy Palmer**

## **1. Treasurer's Report**

Hannah reported that we are up this month, which made up for the extra charge for Quickbooks purchase and last month's losses. This included income from Brown Bear tickets and ad revenue from the ads in the concert program. Upcoming costs include summer music which could possibly be higher than normal.

The group also discussed printing costs for the program and the need to have a clearer idea of how much this will cost, and assess the cost versus profit ratio for the ad space. We will find out more about the cost once we get a report from Russ on expenses, and we will need to track it for the future. Once this process is complete, we will need to evaluate and make a new plan for next year. We need to find out how much the insert really costs.

## **2. May Concert Details**

**Ad Sales:** Terrell reported that the ad sells went very well. We had some different expectations of how the programs would be printed with these ads than what was actually completed, but we will assess how well our system is working for next time. Terrell reported that 23 of 30 ads were purchased from those approached. It was a fair amount of work so we only want to do this for spring concert and only once a year. This would eliminate fatigue from the businesses feeling bombarded by our requests. We also could consider running a few ads in our Christmas programs and giving businesses the option of considering this instead of the May concert programs. We will revisit how well this worked once we know exactly how much we may have gained from this project. Terrell did note that the way we tracked and managed the process worked well and we should consider the same process for the future.

**ACTION:** Terrell will make a comment about our advertisers in our concerts on Saturday and Sunday. Terrell will also write up how we did ad process for procedure manual—including info about other ideas the group considered.

**Tote Bags:** Jaime reported that bags will be ready by the concert. She noted that they had to change the bags slightly due to limitations on the original bag but the color and style are similar. This one has two straps but same color, style, etc. and the price per unit is basically the same. We decided to sell them for \$5 each; we can refigure at a later concert if this is successful. We will sell them at both concert and Folklife festival. Chris V. noted that we will need a designated person to sell these bags at the Folklife festival—possibly a spouse or other volunteer. We planned to discuss this further in the Folklife section of the meeting.

**Concert details:** Hannah reported that we have a good number of volunteers for Saturday night but may need more for Sunday. We are also excited about the Sandwich board signs, already ready to go for the concert! Hannah also noted that we need to have someone there to take the donations and count donations at concert. Eileen is able to deposit these funds. We need to decide how to manage this process.

**ACTION:** Terrell will contact Ken and Eileen about how they want the donations taken care of at the event. Gary volunteered to help with this process.

### 3. Action item updates from last meeting

**Shared Calendar:** This is working well so far. We will need to set up permissions individually on the calendar and people need to make sure their notifications are correct on their own calendars for their needs (no excessive email updates, digest messages, etc.). The calendar has been populated with events and meetings. We will also need to remove Lucinda from the calendar and board email lists as she will be leaving us. ☹

**ACTION:** Chris B. will remove Lucinda from board lists, etc., but Chris V. will keep Lucinda on email list.

**Rummage Sale:** Terrell reported that she finally made contact with the church after learning that their phone system wasn't working. She reported that there has been a change at the church with a new pastor but we are on schedule for October 19<sup>th</sup> date, although other weekends should be ok according to the church. Terrell will follow-up on this a little more and double check to make sure that we don't have conflict with another group. Terrell also asked if someone else could manage this event. Margo said that she would ask Gordon to help coordinate the sale, and possibly we could also reach out to Barbara Helde as another option.

**ACTION:** Terrell to follow-up with church and report any problems with dates, etc. Margo will talk to Gordon about coordinating the sale and we will consider Barbara H. as well.

**Sing along cards for Folklife:** Chris V. reported that the cards are not done yet, but he now has date confirmation. We will have flyers ready at the concert to hand out.

**ACTION:** Chris V. to make handouts for sing along event for Folklife.

**Chinook book updates:** We think that Chinook books are a decent fundraiser for the group, especially since we can return what we don't sell. Margo will order us some to sell. They are delivered in Sept/ Oct and will be ready for the holiday season.

**ACTION:** Margo to order Chinook Books.

### 4. Task List (Terrell) any updates?

--Group discussed rummage sale updates in item #3

--Picnic has been managed

--Folklife festival- Kate might need help getting the music together for the event. Jean will connect with Kate on what else needs to happen for this event, including ensuring that people are handing out the music and collecting the music. Jean will also coordinate with Jaime to get the bags ready for sale and find the right person to sell the bags during the festival.

**ACTION:** Jean will coordinate details of Folklife with Chris V. and Kate.

5. **GiveBIG 2013**

Chris B. reported that this is happening on Wednesday, May 15. We should do a last minute push to promote this event as many other organizations have done.

**ACTION:** Chris V. will send another announcement to the email lists on Wednesday morning about GiveBig and Terrell will do another announcement on our Facebook page as well.

6. **Grant Update**

Lucinda reported that we have we gotten the application for next year. She reported that it is similar to what we did before for the application, with some new requirements. This year, we will need to submit two letters that attest to our artistic excellence and importance and verify the quality of the group's work. The group discussed different options and settled on two: Michael Delos (soloist from Last May) and the director at Echo Glen, Cameron Bell, where we performed in December.

The other part is that we might not have to submit a work sample. We are listed as a continuing application, which Lucinda will verify. We need to work on our narrative statement which will include what we hope to accomplish in next two years. We will need to revisit this at a later meeting.

**ACTION:** Chris V. will ask Michael and director from Echo Glen to write these letters for the grant.

**Tying grant into 2014 Anniversary year:** The group also started to discuss the impact of our upcoming anniversary year on this application. We discussed an idea suggested by Chris V. in the past: telecommunicating a concert with group in another location in real time, perhaps with a group abroad. We'd also like to consider hiring an orchestra for the first time to accompany a concert. When we write the narrative, we will want to include the fact that our anniversary year will be very important and very "Ballard", with activities to reflect some of the Ballard culture.

The group also discussed other ideas, such as performing at a gallery in Ballard as part of the anniversary year, participating in art walk night, commissioning a piece of music, etc. possible Choir education could include a workshop for choir members, or a workshop with a community group like the Boys and Girls Club. We can also discuss in the grant that the ambassador group is taking off and will start taking shape this summer. A couple of other ideas we discussed were to have a performance with other kinds of visual arts, similar to the 5th anniversary show and to have a joint concert with another choir. The group will continue to discuss and share ideas as this important date draws closer.

We will also want to explore advertising opportunities with some of the funding from the grant, including "real" advertising (that we pay for or not) such as KUOW radio, and local press coverage. Thinking big, we'd like to consider an upcoming performance in one of the area's nicer concert hall venues, such as the Illsley Ball Nordstrom Recital Hall (Benaroya complex).

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

--Jaime shared with the group about an event she attended recently: a dance at sunset hill community

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center, put on as a fundraiser. This could be a possible idea down the line as a fundraiser or event for the choir. This group put together a silent auction as well as the dance, and charged \$15 per person. There was also a DJ. Something that the group can revisit at a later time when considering fundraising ideas. Those in attendance had a great time!

Meeting closed at 11:56am.

**NEXT MEETING: Thursday, June 6, 7pm**  
**Julia's Restaurant, Wallingford**

**ALSO NOTE:** Annual Meeting/ Silent Auction (?) is set for November 12<sup>th</sup>. Mark your calendars!

<u>Treats</u>	<u>Upcoming</u>	<u>Next Meeting</u>
May - Lucinda	May: Concert, Folklife	Thursday, June 6, 7pm
Jun - N/A	June: Chorus America Conference	Location: Julia's
Jul - Jean	July: Annual Picnic	
Aug - N/A	September: Concert	
Sep - Margo	October: Consortium Festival	
Oct - N/A	October: Potential Rummage Sale	
Nov - Jaime	December: Holiday Concert, Echo Glen	
Dec - N/A	January: Sing-a-long	