

Market Street Singers 4-4-2016 Board 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.

Date/Time: Monday, April 4, 2016 at 7:00 PM
Location: SWCA at 221 First Avenue West, Seattle, WA 98119
Attendees: Chris Vincent, Deb Salee, Jenna Magee, Carol Mickelson, Mitchell Fund, Birdie Bagwell, Marilyn Varas, Brandy Rinck, Ken Molsberry

Approvals

Minutes of 2/17/2016 approved in advance online.

Finance

Kim is out, so Ken provided the Finance Committee update. Net loss of \$466 for the month, but no unusual expenses. We are ahead of expectations for the year. This is mainly due to donated music and higher than expected participant donations. Our finances are on track.

The next Finance Committee meeting is scheduled for April 18th, during which the Committee will discuss Square vs. Paypal for electronic donations. The Board would like them to pick the cost effective option and go with it for the next concert.

Chris asked for Board approval to look into hiring a bass for the show and Board approved.

Birdie mentioned that she, Kim, and Ken are working on the internal audit this year, which will occur in April. During this audit they will write up procedures on how they complete their audit for future reference. Birdie mentioned that in order to avoid conflicts of interest, the audit should be done by an independent source rather than Finance Committee members. So, she is helping out. The previous year's audit results are missing. Chris will check for them in his archived e-mails and will get back to the Finance Committee.

Fundraising

Carol presented the results of fundraising research to the Board in the form of three ideas:

- 1) Concert cards to hand out with our PR materials ahead of time. The cards will act as a save the date or free ticket, and suggest to folks who might not be able to make it to the show that they can still donate online. Printing these cards are expected to cost ~\$50 per show. The card would have MSS, date, time, concert theme, website, and a small bit of text to be approved before printing. The Board though this was a good idea. We'll have these cards in addition to our regular printing of posters and small posters.
- 2) Having a booth at Seafood Festival or Farmers Market. The Committee decided those are not cost effective. Chris provided history that they don't really raise funds or result in new members either.

- 3) Brewery Thank you Thursdays for \$1 per pint fundraising. The Board thinks this is a good idea, and weighed in on the ideas Carol provided so far. Carol received Board permission to move forward with brewery inquiries. Chris will send a few updates to Carol for her background information, and Carol will send a final set of ideas to the Board for last edits and approval by e-mail.

Mitchell asked Chris if he has enough open access good recordings of MSS to put together a CD or sell on iTunes. This is an idea the Fundraising Committee will look into with Chris' help.

Publicity

Russ is on schedule to create a graphic for the May show. Brandy will need a text blurb from Chris to start electronic PR before April 18th.

Brandy offered to help the Fundraising Committee with any needed electronic PR too in the future.

Volunteers

At the next Board meeting, the Board will list all of our regular volunteers and their positions. This list is informational to see who is doing what. This list will also help track volunteers for future grant submissions, or other data purposes such as in-kind donation of time. The Board will consider setting term limits or recommendations for the volunteers and committee members, as needed.

Membership

The Membership Committee will meet again on Monday 4/11/16. At this meeting they will look into who is currently participating on the Committee, and they will make a list of the roles they play individually on the committee. They will also address who they need to interact with on the Board and on other committees. Marilyn will attend their next meeting to help when the Membership Committee members do not know who to contact about a given issue or question.

Deb and Birdie said they need a better way to handle new members. Right now, Deb is backup to Mitch Cunanan for the new inquiries via membership@marketstreetsingers.org. This has been working OK. The Committee will make sure Mitch is happy in his current role, and will support him, as needed. They will address handling new members in a more streamlined fashion at their meeting on Monday.

Chris said it is OK not to have someone monitoring absences this summer because it is Festival of Favorites. That is good because Janet will be out this summer. We'll need to remember to check back in with Janet in the Fall to see if she will take on the Absence Monitor role again come September.

The Board reviewed the membership survey and thought it was good, but could be paired down a little bit. The Committee explained to the Board that this will be an anonymous 1st survey to get the ball rolling. Future non-anonymous surveys could address things like specific special skills. Chris and the Board will provide any last comments on this survey by 4/11/16. The goal is to send out this survey in late April or early May.

The Membership Committee will look at drafting the exit survey by the next Board meeting.

The Buddy System is currently working loosely, but the Membership Committee needs more buddies. They will address how to get more buddies, and how to formalize the buddy system at their meeting on Monday.

Attendance

The Board and Chris want the Membership Committee or an independent volunteer to track attendance. Vivian has stepped up and she will take a photo of the sign in sheet each rehearsal, and will update a spreadsheet. Once our roster database has the capacity in Mail Chimp, this information will be put there.

The Board would like the Membership Committee to review attendance data at their meetings, or roughly monthly and communicate with Chris about any potential issues.

Marilyn said she would address this minor change in attendance tracking at a rehearsal, to let the choir know that we using attendance for the Senior Center and choir information. She will make sure they know that the attendance tracking comes from a place of concern and information gathering, rather than limiting people from performing in concerts or disciplinary action.

Mail Chimp

The Membership Committee and some Board members made headway on learning Mail Chimp. The new users will get set up with accounts the next time they meet for training. Vivian will also get access so she can add attendance data. Right now, Annamaria, Zsolt, Mitchell, Kim, Ken, Marylin, and Birdie have access to Mail Chimp at either the Administrator or Manger level.

Section Leaders

Jenna shared her draft Section Leader guidelines with the Board by e-mail and many Board members weighed in by commenting in Google Docs. Jenna plans to combine the Board comments and produce a document for Chris to edit, comment, and soften the language.

Jenna will use this edited document to informally approach the existing Section Leaders to get their opinions and comments on their role and a possible increase in future responsibilities. Some Section Leaders are already doing all the tasks requested in these new guidelines, but other Section Leaders are not as proactive. Jenna will use John Marshall's amazing weekly summaries as a good example of what Section Leaders can do.

Jenna will finalize the guidelines before the next Board Meeting and she will present them to the Board in June. She will muster a soft roll out of the new guidelines this summer season.

Roster

The Board does not approve distributing a full roster. The Board suggested an Opt-in roster that would be available to the membership instead. The membership will be able to select what items are included on the opt-in roster. New members will be asked about their preferences in their welcome packet paperwork. The preferences of existing members will be captured with a paper sheet or survey. The paper sheet can be filled out at rehearsal break with name and check boxes listing personal information items (phone, e-mail, zip code, full address, etc) that each member wants to share. Those preferences can be loaded into Mail Chimp.

The full roster will remain in Mail Chimp and the Membership Committee will continue working on setting up the existing roster database with Annamaria and Zsolt in order to provide public/private rosters, and similar lists.

Next Board Meeting will be Wednesday June 8, 2016 at SWCA.