

## Market Street Singers June 8, 2016 Board Meeting

*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.*

**Attendees:** Chris Vincent, Kim Stickney, Marilyn Varas, Brandy Rinck, Jenna Magee, and Mitchell Fund

Begin meeting started at 7:04 PM

The previous meeting's minutes were approved in advance online.

### Finance

Financials came out today. We're about -\$900 shortfall for the year so far, but we're doing fine. The recent concert expenses were expected. We're getting the civic partners money within a month ~\$1,400.00, which will cover the difference.

Marilyn asked about the paypal/square fee shown in the financials and Kim explained that we are canceling square. Paypal charges 3% and no monthly fee, which is much better. Kim is on it.

The 2014 and 2015 financial records were reviewed on May 14th. Auditors Birdie Bagwell and Kim Stickney made a few suggestions and Ken addressed all the new comments that he could. Thanks! The next audit must occur in 2 years. We are going to let the comments that Ken could not address lie for now for various reasons. For example, we do not want to get a contract with the Ballard Senior Center at this time for fear that they will raise our rental rate.

### Fundraising

We used small business-sized cards as additional PR for this last concert. The small cards went over well. People liked handing them out and the Board thinks we should keep using them each season, as long as it remains an easy thing for all involved and we can get them in time to be useful.

Chris did not comment on the brewery fundraiser yet, but he will do that before the next meeting.

The Fundraising Committee wants to thank Brown Bear and Ballard Market for their donations over the years. The Board thought it would be nice to send a letter with a nice photo. Brandy will get a good photo of the choir and send it to Kim. Kim will send thank you letters and photos to the businesses.

The Board wants to thank Russ in the next gazette too.

The Board talked about ideas for fundraising during the upcoming sing-a-long. Options include a raffle and bake sale. The Fundraising Committee is looking into attending Chamber of Commerce meetings to talk to local businesses for donations for a raffle and possible bakery donations too. If we do a bake sale we'll need to consider food labeling and other food-related restrictions. Brandy has raffle tickets.

Chris plans to advertise the sing-a-long with other choirs heavily through the choral consortium.

If the Fundraising Committee needs help they will recruit a team directly to take the load off the Board.

The Fundraising Committee prepared a charter to direct their fundraising efforts. They asked - what is the financial goal for the choir? The Board stated the primary goal is having 6 months of reserve in the bank plus funds for concert production. A future goal is to be able to fund a large production every spring with many soloists and instrumentalists. Our long term goal is to continue to grow and pace funds with size of the choir. We also need to be able to cover unexpected expenses. The Board approved the charter. Kim will send the final version to Lynn and he will put it up on the membership section on the MSS website.

The Board discussed ways to increase participant donations and decided the best approach is to consistently remind the membership what (exactly) they are donating for. By showing how a small portion of the choir supports the whole it might incentivize people to donate. The Board thought it would be great to visually show donations compared to our goals and major expenses. We want to stress that we are not in trouble, but having adequate funds makes running the choir easier.

The Fundraising Committee may look into selling items (like mugs and license plates) in the future once their new group gets better settled. They will focus efforts on items with big returns if they move forward with selling items.

### Section Leaders

Review of the Section Leader guidelines is not complete yet. Chris will review the guidelines soon and send his comments to the Membership Committee. The Board hopes to review them prior to the next board meeting and the vote at the meeting. Once approved, they can go on the membership section of the website.

### Gazette

There is no need to put extreme detailed information about charitable /tax deduction information in the gazette. The information that Birdie prepared about charitable donations is really great, but it is not for the gazette. The gazette is for weekly reminders and important new information. Brandy Rinck moved to put this data in the membership guidelines that will be available on the members section of the website. Mitchell seconded this motion and the Board approved.

Recording absences is not needed for the summer season due to the sing-a-long. Chris has disabled absences@marketstreetsingers.org for the season. Someone should let Vivian know what they would like her to do about keeping track of attendance at the end of each rehearsal.

### Membership Survey

The membership survey was so good! The Board will do their "homework" and we will discuss the results next meeting. Homework will focus on answering the questions 1) How and when should we share the results? 2) What is in there of value and how should we use it? 3) Are there things we

should/could change? When studying the survey results, the Board will focus on actionable items based on the answers to these questions.

The Board then addressed the question - Is there any reason we should not distribute the results to the membership? The Board would prefer to release a summary in a special edition of the gazette. If a member wants to read all of the results then they can get a link to read all of the survey answers. Mitchell will summarize the results and prepare text for the gazette. Marilyn will get with Deborah to explain the plan. The gazette release will wait until after the next board meeting so we can get all thoughts into the summary.

### Exit Survey

Board thinks the Exit Survey is very well written and the Membership Committee can start using it.

### Membership Committee

The Membership Committee numbers are dwindling. They need a plan for recruiting more members? The Board suggests they put out an announcement in the gazette with specifics on what the job entails and what projects are currently in the works to inspire participation. Someone on the Committee will need to submit a blurb to the gazette.

Chris addressed the membership's emergency skills at rehearsal this week, but the Board still wants to know more about our member's general skills and talents. We look forward to a future survey that might provide this data. How else can we find out who is good at what?

Marilyn will meet with Birdie to address Membership Committee flow charts that are needed to assign roles and communication, and she will help Birdie prepare a schedule for forthcoming documents and deliverables to the Board. These flow charts are particularly important so folks know what to do at rehearsal when a new person arrives and no one from the membership committee is present.

In the future, at least one of the Board members will try to attend the Membership Committee meetings. Marilyn will let us know when the next meeting is planned for.

### Volunteer List

Marilyn has asked the Board to add people to the list of volunteers. Please e-mail her with updates to the draft list. This list is mainly for the Finance Committee, and we'll probably use it for the Grant too. We can talk about our great volunteers in the gazette too.

This conversation about volunteers sparked a reminder to ask for volunteers for the annual meeting and rummage sale in July. In addition to a gazette request and verbal request at rehearsal, someone will put out a paper sign-up sheet at the back of the room during rehearsal. We will be specific about the tasks we're asking our volunteers to do and we will direct potential volunteers to the members section of the website where many job and event descriptions already live.

Kim says that the rummage sale and silent auction should eventually fall under the umbrella of the Finance Committee. She will start to try and take on organization of the volunteers for these fundraising events, but will need help this year. Jenna will help with the rummage sale, but she needs a second person who is available during the weekdays. We need to check in with Gloria to see what she is willing to help with on the annual meeting/silent auction this year.

### Board Communication

Network Solutions is offering a service to facilitate communication. Ken wanted the Board to know about this opportunity. The Board is thankful for the information, but is not interested in Network Solutions at this time. Because the Board is small right now we seem to operate efficiently using e-mail. If things get confused again in the future we will revisit this option.

### Concert Notes

Julie did a great job and her concert notes are so helpful to the Board. Thank you Julie! The Board added a couple thoughts notes to Julies awesome concert notes:

- 1) We need to arrange for an additional volunteer to help out at the door to securely accept donations at the end of the concert. We lost out on some donations because the basket was removed a bit too early. Kim stepped up and took donations by hand. She said the person accepting donations should be someone in a choral vest/T-shirt to thank people for coming because that went over very well.
- 2) The Board decided if in the future no member with a truck volunteers to ferry the risers to and from the show, then we will rent a U-Haul. Julie was unfortunately inconvenienced by having to move the risers in her van (sorry Julie!). The Board wants this process to go more smoothly for everyone involved next time. We need to ask for volunteers sooner and if there are no takers arrange for alternative transport earlier.

### Storage Unit

Chris passed out some information by e-mail before the meeting about an unexpected price hike in our storage unit. The Board reviewed his information and agreed that we probably will not get a better deal anywhere else. In addition, the benefits of ease of access and the precedent we have set with the new Music Librarians outweighs the rise in cost (~\$30/month). The downside is that the price is likely to go up again before it goes down. We will check back with the unit in fall to have them revise our rate when the demand is likely to go down. If the price rises significantly again we will revisit the issue sooner.

**Meeting adjourned at 8:59 PM.**

**Next Board Meeting August 3, 2016, SWCA (221 1<sup>st</sup> Avenue S., Seattle, WA 98119)**