

# Market Street Singers Board Meeting Minutes 7/10/2017

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.

**Monday, July 10, 2017 7:00 P.M. Location: SWCA 221 First Avenue West #205**

*Present: Chris Vincent, Mitchell Fund, Gary Woods, Marilyn Varas, Birdie Bagwell, Barb Mrachek, Brandy Rinck*

*Absent: Kim Varner, Elaine Mathies*

In the absence of Elaine Mathies, Secretary, this month's minutes will be taken by Barb Mrachek.

*Call to order at 7:04 pm.*

## MINUTES REVIEW

**Minutes** from meeting 5/01/2017 were submitted to board on July 10.

Conclusions/Action Items: To be approved board members will review via email or Doodle Poll offline. Targeted Board final review should be by July 20<sup>th</sup>. Birdie will assist Secretary Elaine with posting.

## FINANCIALS

**Current Financial Review (Birdie)** A line by line items overview of financial statements thru June 2017 indicates that MSS is behind in revenue generation. Review indicates spring concert production costs were higher than anticipated.

More detailed line by line revenue items show:

Concert income up 32% over 2016

Membership donations down 5.2 % ; only 86% of 2017 budget

In-Kind down 28.7%

Affinity up 52%

Brown Bear Car wash revenue down 87.6% of 2016 is only 18% of 2017 budget.

Music Fee- ahead of 2016 amount budgeted

Civic Partners Grant of \$1140 has made the revenue sheets look better. We will find out in Feb if have to resubmit for 2018.

Increased costs were seen for following items:

Spring Concert Production Costs are \$990 more than 2016

Publicity increased due to more programs

Storage costs (To be discussed separately)

## Conclusion/Action Item

**Importance\_of Membership Contributions**

Need to focus on importance of membership contributions. Other choirs in community charge their member more. Our membership contributions are important to the sustainability of organization. It's a key revenue stream next to concerts and sponsorships from grants.

More discussion followed as to how board can best present the importance of membership contributions

It was decided that a board member will speak at rehearsal breaks regarding the need for membership contributions:

- emphasizing contribution of \$20/month recommended, but each member should contribute something
- it is not dues but a donation/contribution that may be tax deductible
- possibility of increasing suggested contribution amount, comparing to other community choir
- not as much emphasis that volunteering only is an option;
- explaining that even tho we have a healthy bank balance, looking forward the future increased cost of music, a larger performance venue, storage and cost of living in NW, all have increased the need for all to generously contribute.

Brandy has volunteered to speak at rehearsal July 12. Chris will also mention importance. And the board members will rotate speaking regarding this.

Gary suggested to remind members that a budget report is always available from the Treasurer Birdie, and that quarterly reports could be available on website via submission to Lynn to post.

### **Music Fee**

Chris asked if there are folks who have not currently paid for their music, Birdie confirmed that there are only 2 participating members who have not currently paid. She will follow-up with these folks at the rehearsal July 12.

### **Concert/Publicity Cost**

Discussion was that the increase in printing cost could be deferred in future by more sponsorship ads in program. Spring fund-raising committee had short notice to solicit sponsors.

Conclusion and Action Item: This year plan to get more members on fund raising committee to assist with earlier target dates for sponsorship requests.

## **FUNDRAISING - (Merchandising and Advertising)**

### **Brand merchandising follow-up**

Mitchell reported that on-line merchandizer Zazzle requires a logo upload and then items can be ordered.

Conclusion/Action : This is a great item for the Fundraising committee to implement.

### **Restaurant fund raising status**

Chris is no longer getting requests from them but has email address for follow-up.

Conclusion and Action Item: Another item for Fund-raising committee.

**ANNUAL AUDIT:** Birdie and Kim have moved date to 2<sup>nd</sup> weekend in Aug.

## **FUNDRAISING COMMITTEE**

There is a need for more committee members to increase revenue items noted above.

Conclusion and Action Item: Birdie will ask for more volunteers for committee at next rehearsals.

## **MEMBERSHIP ACTION ITEMS**

### **Section Leaders Update**

In Elaine's absence discussion was that sections leader attendance was sparse during summer and that there may be a need in future to better define their roles.

### **Status of Membership committee**

Chris will focus on membership committee's role and needs in the upcoming season.

Conclusions/Action items: Skills list and list of responsibilities of this committee needs to be updated.

### **July Picnic**

Kathryn Minturn is chairperson and all is on track for July 18th

### **Rummage Sale Status**

On schedule for Oct 10<sup>th</sup>. Contracts have been requested.

Conclusion/Action item: A chairperson is still needed. Request for a Chairperson at next rehearsals.

### **Annual Meeting Status**

Venue location and availability dates. Past location has been Blue Ridge Community Center and sponsored by Gloria Chensworth former member.

Conclusion/Action Item: Marilyn will contact Gloria regarding the venue and availability dates in November. A chairperson or committee is still needed.

### **Importance of Seattle Sings**

Discussion was that members may not understand the importance of the MSS participation in Seattle Sings. MSS can participate every other year and it is a great opportunity for the choir to show the community our talents in another way besides our concerts. The board thought that maybe the members felt that this performance wasn't as important because we have a lighter schedule for the summer.

Conclusion/Action Item: Chris will emphasize in the Gazette and during rehearsal announcements the importance of this performance and encourage membership to return before what we are calling the fall season. Board members too, will encourage members to return to rehearsals earlier than previously mentioned.

### **Music Librarians needed**

Deborah Stewart and Peggy Murphy would like to step down as music librarians starting the fall season. Peggy may continue but does not want to do it alone.

Conclusion/Action Item: Chris will make announcement for replacement volunteers.

## **LEGAL OBLIGATIONS OF NON-PROFITS**

### **Liability Insurance coverage for directors and officers (Marilyn).**

It has been brought to Marilyn's attention that the current Liability Insurance for the choir from Liberty Mutual may not cover the board members in issues of liability. Marilyn has contacted Liberty Mutual and they confirmed that board members are not covered under the current policy. Discussion followed and Marilyn has been asked to clarify if a board member is a acting member of the Market Street Singers and not a member at large, does that make any difference in coverage. Annamaria did extensive research on companies when Liberty Mutual was selected as the insurance agent. She may have additional information on this item.

Conclusion/Action Item: Marilyn will check with Annamaria and Liberty Mutual if current MSS membership of a board member makes a difference in coverage. She will also inquire about the cost of updating our current policy or what do we need to do the insure the board members are covered.

## **PRODUCTION REPORT ON MAY CONCERT (CHRIS)**

Even though our Spring Concert was excellent and so well received, the production cost exceeded budget estimates. This was due to unexpected costs of musicians and music. As it appears that production costs will most likely keep increasing due to an opportunity for a new venue and just living here in Seattle.

Conclusion/Action Item: Chris will continue to closely monitor costs for future performances and has encouraged the board and members to focus on any type of revenue opportunities that will help increase income. This may be another reason for importance for more fund-raising committee members.

With the increasing size of the choir and possibility of a larger venue it may be fortuitous to increase the performance support team. Chris will present this request if necessary closer to concert time.

## **PERFORMANCE AND STORAGE SPACE**

### **New Performance Venue**

Chris is actively searching for another performance venue. It may be too late for Holiday Concert but opportunities for Spring are being looked into.

Conclusions/Action: He has contacted several locations and is waiting on a reply. Arts and Culture has a list. Barb will assist if he needs additional follow-up persistence.

### **Storage Space**

Public Storage is increasing rates for the storage unit rental. Currently we pay \$250/mo. and it will increase. There is no guarantee of this rate and it could affect the budget in the future. Research has been done by Marilyn and Chris to check alternate locations and

costs. (noted in Marilyn's report.) We primarily store music and misc. supplies at the site. Key criteria is that It must be dry and easily accessible for Chris and the music librarians. Conclusion/Actions Items: Chris will check out the smaller Public Storage space of 10x10 to see if meets current needs criteria for music storage. Risers could be stored elsewhere if someplace was available. Weighing all options, it may be in best interest of MSS to just stay with current location. This again emphasizing importance of membership contributions and sponsorships.

## **GAZETTE & WEBSITE**

**New Gazette Editor:** Kim Colwell, Alto has agreed to take on role from AnnaMaria this September.

### **Web Document Review**

Documents on Website need to be reviewed and updated. Last review appears to be 2011. Most of these documents are "how to's" to guide volunteer on activities.

Conclusion/Action: Brandy and Mitchell will overview the list of website documents and then board members will edit those that need to be updated.

### **Minutes need to be published to the website**

Conclusion/Action: The minutes from previous meeting need to be given to Lynn to publish.

### **Website back-up**

Just in case Lynn is unavailable, a back-up web master is desired.

Conclusions/Action: Current web back-up volunteer has decided to not take role so looking for suggestions from Lynn on who may be appropriate. Marilyn will discuss with Lynn. Birdie has volunteer to assist if an alternative is not found.

### **Web Calendar**

Update needed

Conclusions/Action: Brandy will review calendar and forward to Board for review and then have Lynn post.

## **OTHER and VISITOR INPUT**

**Visitor Input:** None to report

**President Marilyn Absence due to vacation:** VP Mitchell Fund will cover during Sept absence.

### **Using MailChimp for current membership lists**

Multiple databases seem to be being used for Membership tracking. Ellen Whiton is current database coordinator and we need to decide best way to get info to Vivian to keep check-in list current and in only one database and how to use MailChimp more effectively

Conclusion/Action Items: Check with Zsoh Taskai (MailChimp administrator) to see best way to use MailChimp for membership database consistency.

**FUTURE MEETING DATE:**

Next meeting is scheduled for Aug 28, 2017. Start time will shift to 7:15pm.

Dismissed 9:04pm

***"We recognize that singing builds communities and brings us and our audiences great joy. We want to share this joy limitlessly with the wider world around us. We therefore include and encourage participation by people of all races, ethnic and national origins, genders and gender identities, sexual orientations, religious backgrounds, socioeconomic statuses, ages.***

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