

**Siskiyou Singers Board meeting**  
**May 18, 2019**  
**Laurie Morey's Home**

**Board Members Present:** Cynthia Tank, president; Laura Barlow, Laurie Morey, Jay Morse, Scott Nelson, Mary Van Wesep, Michael Rene Zuzel (minutes)

**Others Present:** Mark Reppert, artistic director

**Not Present:** Mary Bergstrom, Jim Gleaves, Rich Gleitsmann, Katharine Lang

**Minutes of Board Meeting, April 20, 2019**

No amendments were offered.

*Michael moved, and Scott seconded, to accept the minutes as presented. Approved without objection.*

**Artistic Director's Report**

**Spring Concert:** Mark thought both of our performances were excellent from a musical standpoint. Some choir members described Saturday as a disaster, but despite the technical issues, Mark felt the choir did an outstanding job, and in fact some pieces were better than Sunday's performances.

Mark praised the choir for its willingness to work hard while still having fun.

**Holiday Concert:** Britten's "Ceremony of Carols," the centerpiece of this fall's performances, is a 25-minute piece—not quite long enough to fill the first half of the concert. In addition, it includes a processional and recessional. To solve this, Mark will have the choir perform two Renaissance pieces before the recessional. The Britten piece calls for a harpist as accompanist; Mark is still working to secure one.

**Spring 2020 Concert:** In celebration of Mark's 10<sup>th</sup> anniversary with the choir, the program will include his favorite compositions, including "Nänie" by Brahms and an arrangement of Cole Porter's "Don't Fence Me In."

**President's Report**

**Thank You:** As Cynthia winds down her two-year term as president, she expressed appreciation to the board and Mark for their tremendous support. She also offered thanks for gifts, especially the stocking cap, which raises the bar on board gifts for ever after.

**Workshops:** With the closure (for the foreseeable future) of the Ashland Community Center, the board is considering options for the workshop this fall and perhaps beyond. Wesley Hall at the church is available but doesn't offer as much change of scenery as an off-site location would

and has negative associations for some. The board discussed several options, including the Oak Knoll Golf Course Club House, the Talent Community Center, or a local winery. A no-cost option would be one of the outbuildings on Jay Morse's property, perhaps with a barbecue afterward. Mary VW, Cynthia, and Mark will investigate Jay's place and decide.

### **Treasurer's Report / Development Committee Report**

Laura reports that the choir is in the black to the tune of \$3,516, net of all outstanding expenses. We didn't set any ticket sales records in the spring but came very close (98 percent) to projections.

In its first year, raffle ticket sales brought in a little more than \$1,000. Margaret Baldwin was the ticket sales champ; Mike Hersh also drew praise for his persuasive powers at the box office. The Development Committee and board need to decide whether to conduct a raffle again this coming year; securing the prizes was relatively simple, and board members seem inclined to see if selling tickets at fairs, holiday bazaars, etc. might increase ticket sales. However, we will need to find another board member or choir member to coordinate the project.

### **Tour Committee Report**

All systems are "go" for the Baltics tour. One small glitch arose last week when a choir member had to drop out due to a medical issue; to everyone's surprise, a (non-singing) friend of another choir member is interested in going in her place and has sent in his check.

### **Publicity Report**

**Print Materials:** Michael was pleased with this season's publications (posters, postcards, tickets, and programs), which are the most attractively designed in the valley, thanks to our graphic artist, Shawn Shaffer. The concert's multiple themes, including folk music and the Baltics, were a challenge to communicate effectively, however.

**Tour Programs:** Except for the actual printing, programs for the Baltics tour are mostly completed. Shawn graciously modified our spring program cover for the tour. Michael will print (and cover the cost of) 150 copies of the program in English for our Finland performance and take them with him. Programs for the Latvia and Lithuania performances will be translated and printed in those countries. Because details of our Estonia performance have not been finalized, we don't know how those programs will be handled; if it turns out to be an informal performance at a midsummer festival, programs might not be needed.

### **Membership Committee Report**

**Retention/Recruitment Strategies:** Laurie has mapped out the committee's duties into two broad areas, Member Retention and Member Recruitment, with several activities in each.

**4<sup>th</sup> of July Booth:** The next major task is organizing the 4<sup>th</sup> of July booth at Lithia Park; the Chamber of Commerce still has not opened the event for registration because it is formulating new restrictions for participation, which will not affect us. Laurie has begun signing up members to staff the booth in one-hour shifts; Michael and Cynthia will provide past concert posters and audition fliers (dates need to be changed) and access to the storage unit, where banners and tablecloths are stored. Laura will provide the retro boombox, which is always a crowd magnet.

**Coordination with Publicity Chair:** As approved by the board last month, Michael will arrange for underwriting announcements on Jefferson Public Radio in August to publicize our auditions. At Scott's suggestion, Michael will also call in to the "Jefferson Exchange" program during its First Friday Arts Segment on August 2.

### Old Business

**Risers Inserts:** Jim and Rich will be meeting next week to discuss getting more specific information about the riser wedges. Mark and the board are eager—nay, downright impatient—to get this project done.

**Choir's 40<sup>th</sup> Anniversary December 2020:** This item will remain on future agendas so the board can commence planning.

### New Business

**Fall 2019 Rehearsal Calendar:** Mark and Cynthia agreed that carving out a half hour at the third rehearsal of the season for a choir orientation/refresher session hasn't worked very well. The new plan is to deliver this information during the workshop, which is only a week or two later in the season. A song and/or skit might be a way to make the experience more enjoyable and memorable.

**Board Membership:** Cynthia will look into Virginia Brown's interest in rejoining board. The board will discuss other potential members at the August retreat. Although Cynthia's board term is ending, under the bylaws she will continue on the board next year as Past President.

*Scott moved, and Mary seconded, to reappoint Katharine Lang to the board. Approved without objection.*

**Next Board Meeting / August 17 Board Retreat:** Jay offered to host at his place. For future board meetings, the meeting room at Pony Espresso might be suitable if there is no cost.

**Ticket Sales:** The board discussed our current ticket sales strategy compared to the way in which other arts organizations in the valley do it. Sixty to 80 percent of our concert tickets are sold by choir members, which seems to work best for us. Selling some reserved-seat or preferred-section tickets at higher prices would be difficult, since they could be sold only

online. One possibility: Offer incentives to the choir member or members who sell the most tickets.

### **Adjournment**

*Having reached the end of the agenda, our watch has ended.*