

SISKIYOU SINGER'S BOARD MINUTES
September 21, 2019

IN ATTENDANCE: Mark Reppert, Laurie Morey, Cynthia Tank, Scott Nelson, Katharine Lang, Laura Barlow, Michael Zuzel, Mary Van Wesep, Jim Gleaves., Jay Morse,
ABSENT: Mary Bergstrom, Rich Gleitsman,

Minutes of August meeting were approved. Action items from those minutes have been accomplished.

REPORTS

Director's report - Mark: see attached for full report

The choir keeps getting better, which makes his job easier and more fun. We keep attracting really good singers as we get better. We are getting well known as the "welcoming choir". Two new people came from JPR ads. Re: spring concert- Mark does not want anything "sprung" on him. We will work with Mark to develop program.

President's Report- Mary VW: see attached for full report

We are 65 members strong. Two more will be coming. Five new members; 1 B, 2 A, 2 Sop. 12 singers returned after some time off, 18 who sang with us in the spring 2019 did not come to the first rehearsal. Mary sent an email to them encouraging them to return. Of the 18 contacted, 5 have returned and two more will return. Mark & Mary will get together after first rehearsal to reach out to non-returning members to gauge their intentions. Any emails coming to section leaders will be forwarded to Mark and Mary.

Mary will ask section leaders to send emails to "missing" people to reach out to them. Mary is the bottom-line person.

Mary has been busy, is learning a lot, and has a lot to learn.

Treasurer's Report - Laura

Final figures for past FY, numbers are very close. \$540 in donations have come in so far. Funds have been transferred to a 24-month CD (now \$10,000.38).

We could buy more CD's to stagger them, in order to have funds that are more accessible (Jim's suggestion).

Laura has figured out how to transfer donations coming in from PayPal, as it involves a commission.

P&L statement: Our net income almost broke even, even with the purchase of the risers. The exception: we did not pay Mark in Sept. of last year. This will be made up in October.

Development Committee Report - Laura:

EMEY program is coming, which will start the inflow of donations. Handwritten thank you notes will be sent to donors, including past donors, to be divvied up between Development Committee (DC) members and board president (the board president is a member of the DC). Local OSF donor (especially those who have stopped donating to OSF) may be contacted to see if they might like to donate to us. New member to DC: Willie Zilke. We need a person to manage the raffle, this will be mentioned in Mary's next email.

Membership - Laurie:

JPR announcement brought in two new members, thanks to Michael. Name tags: Laurie will be in charge and is working with Mary Gorman. Holiday party: Baldwins will host. July 4th: Good visibility, potential new members. We need volunteers. Laurie will ask for committed volunteers in March. Next time: a couple of large signs will be brought: "Calling all singers & audience members," advertising drawing for free tickets. Need handouts & trifold board for OLLI Open House (a non-time-sensitive brochure). Michael will look into design & cost for trifold board and brochures. Chamber mixers (3): Laurie, Katharine, Sally have offered to do this, and Livia will be asked as well.

Publicity & PR Report - Michael: see attached for full report

We have launched into printing donor letters. Tickets are next. They will be ready third week of October. Communications- JPR: they gave us stellar service, ran a 45 sec. ad when we paid for only 30 seconds. We got extra spots, on all three services. This was a test to see if this was worth it. Michael thinks this audience is a good match for our group. Once (twice?) for auditions, twice for pre-concert advertising. What can we cut out to make up for increasing our ads with JPR? Are the SOPTV ads (on air & print) worth it (2K per year)? Mark can talk to the owner of Medford Subaru (whom he knows), who might be willing to feature Mark on an ad (instead of SOPTV ads). Another possibility would be to survey audience to find out how they heard about us. Our singers are our biggest source of advertising, so we should ask singers what they think works best (TV vs. radio). This will be discussed next month in New Business. We can also make this decision concert by concert.

Website: Michael would like to revamp website: it is not flexible, colors are wrong, not well-designed (problematic to add to it). Much will be the same, but it will look more inviting and less frustrating for Michael to use. There will be no cost involved.

OLD BUSINESS

Risers and Storage– Jim:

The storage space was reevaluated, and the conclusion is that we need more space, and quickly (this fall). Our current unit is 10x15, and we are on waiting list for both a 10x20 and 10x25. The wider would allow for future expansion, extra breathing room. The librarians do not want to climb/reach higher shelves. The riser space is already crowded. (See attachment for details). A larger space would entail extra cost of \$34 per month. Jim proposed we get the larger (10x25) unit (or the 10x20) as soon as possible, for a cost of \$125. per month. This would also entail hiring movers to assist in the move.

MOTION: The board approves \$125 per month for the 10x25 unit. Passed.

Riser repair: It's too much to do the needed repairs on the same day as setting up the risers. The repairs seem straight forward, but they need to be done prior to the concert in case there is a hang-up. We should hire the movers at a separate time, to assist in the repair, with Jim overseeing, and help move the contents of the unit (music & racks). Jim is requesting money for movers to help move (already approved) and assist in repair. Ideal: new unit comes available, parts (on order) arrive, repairs done before concert. Minimum charge for movers is \$200. (2 guys for two hours). The time needed is unknown, but 4 hours should be sufficient. If we do not get the larger unit in time, the repairs will be done in the existing unit, or outside with weather protection.

MOTION: (Laura/Michael) We authorize Jim to spend \$400 for moving & riser repair assistance. Passed.

Registration:

Streamlined registration eliminated the section leaders handing out music packets. **ADDITION: Section leaders have not been handing out the music for years.** Marilyn needs to be in charge of packets. ~~At registration, we need to ask a question (as to how long ago they sang with us, for returning singers) to re-audition them if they have been out of the group for 5+ years.~~ **CORRECTION: When a returning singer has not sung with us since Mark became director, that singer needs to be referred to Mark for re-auditioning.**

ACTION: Mark will think of the best way to do this and will revisit it.

NEW BUSINESS

Adding Members (singers and non-singers, alike) to the Board:

Mary spoke to RVC - it is their goal to include non-singers but have found it difficult to find them. Non-members provide a different prospective. SORS does have non-singers on their board, which they find helpful,

as they give feedback as audience members (and from other audience members) and it frees up other board members from certain tasks. No disadvantages. JSCC board does not have non-members. Should we attempt to find non-members to join the board? If we come across a suitable person, we will bring this to the board's attention. It cannot be someone with whom we have a business relationship (like Shawn). Former singers, singers' spouses may be options.

Recent Changes in "Other Jobs" positions:

Loretta Barker will be our new ticket manager, Jay Morse will work with Sue Bettinger as ad managers. Michael & Cynthia will support Jay with needed information.

Workshop Details:

Jim Martin's memorial is 2:00 on that day, which is problematic for the workshop as many members want to attend. Mark suggested that we extend the morning to 12:45, and then end the workshop there. Ice breakers will be shortened, biography & lunch break will be eliminated, focus will be on the music. Many board members will arrive at 8 AM, to help with set up and prepare food (to be provided by Katharine and donuts by Cynthia and Michael). Mark will announce that we need to be on time as we are cutting the workshop short.

Hosting Board Meetings:

To avoid excessive paper use, Mary wants to go digital. Pdf's of the Treasurer's report will be sent out the night before to all board members so they can read through/bring laptop to meeting or print it out if desired. Big screen is not necessary

Setting Future Concert Dates:

In order to lock in dates with SOU, we need to do this on Jan.1st. Future dates will be Dec. 11-13 for 2020 and Spring 2021 will be May 1-2. ~~In the future, spring concerts will be last weekend in April (this coming spring we were bumped from this by SOU).~~ **ADDITION: Our general goal has not changed: to have the December concerts on the second weekend and the April concerts on the 4th weekend.** Scott will contact Tom Knapp at SOU to make these arrangements, for the upcoming school year + following spring. Jim Gleaves is passing the baton on this job. He will confirm how far in advance we need to reserve and will contact Scott.

Drawing:

A drawing was held for several concert posters left over from Baltics ~~tour~~ ~~The winners are: Wendy small poster, Suze Hall and Laura Barlow large posters, Robin Griffith, Jay Morse, Cynthia Tank, Jody Willis, Mikiko and Michael Zusel won for the remaining posters.~~ **SUGGESTION: List is not exactly right and is not necessary for inclusion here.**

BOARD MEETING CALENDAR:

Next board meeting: October 19, 2019 at 9:00 AM
Michael and Cynthia's house, 245 Deborah Dr., Talent

Board Meeting Schedule:

November 16, –
January 18, 2020 - Laura Barlow
February 8 - Jay Morse
March 21 - Rich Gleitsman
April 18 - Laurie Moray
May 16 - Katharine Lang

OLD BUSINESS, revisited

Mark's 10th Anniversary – Spring 2020:

Mark was excused at 11:39, at which time the board discussed his 10th year anniversary concert.
Edited 10-13-19; 10-14-19. (discussion can be viewed in the Master Siskiyou Singer minutes)

ATTACHMENTS

DIRECTOR'S REPORT

- The choir keeps getting better (which makes my job easier)
 - We have passed critical point. We are now attracting very good singers to add to the ones we have!
 - We are also well-known as the “welcoming choir”
 - Laurie Hunter comments
 - Thanks to section leaders, the board, and everyone
- Re: Spring Program plans
 - Do not randomly interrupt spring program, please!
 - Programming is important to me and to our audience
 - OK to program a spot without letting me know what will happen

PRESIDENT'S REPORT

President's Report - Mary Van Wesep
September 21, 2019

We are sixty-five members strong, according to the latest (Sept. 18) registration count from Cynthia, our database manager. I am told that another two singers are on the way. Here are some fun membership facts:

- We have five new members. One bass, two altos, and two sopranos.
- Twelve singers returned after taking a hiatus.
- Eighteen singers who were with us in the Spring of 2019 were absent from our first rehearsal on Tuesday, September 3. I reached out to all of them with an eNote that read:

Dear Siskiyou Singer,

I hope this note finds you in good health and spirits. I missed seeing you at our first rehearsal last Tuesday, September 4. It is not too late to join us, and I hope you will consider doing so. Come this Tuesday, September 9 to sign up. Doors open at 6:15 PM for auditions and registration. Rehearsal will commence at 7:00 PM.

Whether you have sung with the group for years or for only one concert, your voice matters. Should it not work out this term, I will look for you in the new year. Our spring concert will be a musical celebration of Mark's ten years with Siskiyou Singers.

Keep singing!

With a Song,

*Mary Van Wesep
Board President*

After sending out the eNote, the following occurred:

- Five singers responded to my eNote
- Five singers have returned and two are on the way.
- Five singers told me they will come back in the spring.
- Six singers are unaccounted for

In my August report, I acknowledged that I would be busy in my role as president. That holds true. In the last month, I attended a Development Committee meeting; met with Mark to discuss today's board meeting; and, wrote a letter to our donors and sent it off to the printer.

What I have come to discover is that besides being busy, I am learning a lot and I have a lot to learn. Never in my wildest dreams did I expect to be learning so much about fashion. Although, I must confess that I do feel empowered now that I know what the instep is. I am compelled to share my newfound knowledge with the choir, which I did at last Tuesday's rehearsal.

Last month I asked you to bear with me as I settle into my new position. Please continue to do so as I am not quite settled, yet.

PUBLICITY & PR REPORT

From Communications/Publications/Web chair:

1. PUBLICATIONS: We have launched into the fall print schedule, with the donor letter, envelopes, and inserts all headed to the printer next week. Next come tickets, which will be ready to distribute to singers by Oct. 21.
2. COMMUNICATIONS: At least two of our new singers heard about the choir and/or were prompted to audition by hearing our underwriting spots on Jefferson Public Radio. We got more than we paid for, in that program director Eric Teel used "This Little Babe" as the sound bed for the spot, which made it longer than our contracted 30 seconds and much more attention-grabbing. The spots also started running early and appeared on all three JPR services instead of the two we paid for.
3. WEB: With the board's permission, I'd like to undertake a modest revamp of the website. From the users' standpoint, the result would be a more visually attractive site; from the web.

STORAGE UNIT REPORT

Mary,

Good seeing you today during our review of the contents of our storage unit. I will not be at our BOD meeting on 9/21 so I wanted to give you my input on the storage unit situation in writing.

As you know, Jim did a great job of determining how we could fit our existing library and all riser components into our existing unit. He also figured out how to store everything in a safer manner in a slightly larger unit. After our discussions at the unit, several of us went to the office to inquire about availability/cost of a larger unit.

We currently have a 10 X 15 unit that costs us \$86/month. The two next larger units are 10 X 20 and 10 X 25. They cost \$106 and \$120 per month, respectively. Although the 10 X 20 unit would be an improvement over the current unit, I recommend that we spend another \$14/month to rent the 10 X 25 unit. The larger unit will allow for growth of the library and other items requiring storage (posters, costumes, etc.). More importantly, we will avoid relocating our library and equipment a second time in the relatively near future.

Best regards,

Rich Gleitsmann