

## **Siskiyou Singers Board Meeting 1/18/20**

Present were: Laura, Laurie, Mark, Mary B., Mary VW, Katharine, Mark, Cynthia, Michael, Jay (please correct me if I don't remember correctly who was there).

Meeting was called to order 9:30 AM

Minutes from last meeting were approved.

### **Treasurer's report:**

Balance is looking very good, because we did not pay for an orchestra last year. Reserve fund is the same, donations \$23,213. \$4,200 in donations post-concert, many from non-singers, including 2 donations of \$500 (one was a legacy gift).

Concert tickets sales history:

Winter concert sales were average, not many comps, 28 will-call tickets not picked up (online sales). Did they forget? Is there a way to send out an automated reminder? Action item: Michael will look into this. Online sales were heavy this time.

Concert History:

Ticket revenue right on average, singer ticket sales down a bit (more sold online). "Alleluia" had the highest ticket sales but lower income, due to many comps given to Siskiyou Violins.

BMW Medford check just came in for full-page ad (our only one). Total ad revenue \$4670 for the year. Jay handed out a sheet of who bought ads, and for how much.

### **Development Committee:**

Meeting last Tuesday to discuss a legacy program. A blurb will go into upcoming programs, as well as on the website (and FB, via Sally). Laura has added a donation request from her IRA. Suze has an idea: a Siskiyou Singers alumni group and is willing to be chairperson. She knows several people who would love to be a part of this. Suze will come up with a proposal and will come to a DC meeting to present this.

We will be at 50% of our predicted expenses after paying SOU and Shawn Shaffer. Revenue streams are as predicted. Ticket sales are over a little bit, donation \$23,214, need \$9K more, probably will not hit (about 5K short). We have enough to cover expenses. We need to pay the orchestra by December, so any shortage will come from reserve fund (reserve fund is for emergency situations). Scott had a thought that maybe we should only have two winter concerts, fill the house each time, save \$1000 on hall rental. We normally have 800 attendees, which is 2 full houses. This will be discussed further at the next meeting. SOU Hall dates are reserved through 2021, but we have not signed a contract.

Mountain Meadows is a valuable "rehearsal" even though some attendees may not come to the concerts because of that concert.

### **Director's Report:**

New business: Mark was frustrated at the last concert. SOU only has a uni-directional mike which is not good for singing, just speaking. Tom Knapp objects to us using Tom Garson's microphones. Why doesn't SOU have an appropriate mic? Friday night's concert was difficult due to the choir not being able to hear the harp. Tom G. fixed the problem for the subsequent concerts. Is this a territorial situation? Who should be approached to explore this in advance? Action item: Scott will look into this. If they don't have what we need, we may need to buy the right equipment (if Tom K. agrees to this). This will need to be demonstrated to him ahead of the concerts, to ease his mind. We need to let our needs be known in a timely manner. Cynthia, as stage manager, should establish a relationship with Tom Knapp. This will be addressed again at the next meeting.

There will be a brief acknowledgment of the Mark's anniversary at the upcoming concert, but any celebration will be during rehearsal time.

Grant deadlines are usually April. Mark and Scott will get together and talk about this.

Handbell players for "Bells of Rymney" will have a coach, a friend of Mark's.

### **President's Report:**

By the time we meet on Saturday, January 18, I will be up to date on writing thankyou notes to everyone who has donated money to Siskiyou Singers. Just when I think I am done with this task; more people decide to donate. That is OKAY with me. Keep those donations coming!!

We had a great holiday concert. My first as president of the board. I am pleased to say that the three performances came off without a hitch. Whew! The smooth running of the program was due to a number of people behind the scenes. Thank you one and all. Now it is on to the spring concert. It is sure to be fabulous. What fun it will be to sing some of Mark's favorite pieces. Lucky us.

### **Membership:**

Laurie thinks notecards for members is a worthy effort, signing in the lobby is working well.

Chamber greeters events went well. Laurie thinks this a community outreach effort. Next group is in April.

Caroling: went well, although three men committed and did not show up. We earned \$200 from The Chamber of Commerce for the two hours.

Holiday party: The Baldwins are claiming \$414 in expenses. Margaret spent about \$200 of her own money for flowers etc. In the future, any additions were her choice, as they are above and beyond what was specified. We will not cover these additional expenses. The party costs about \$8-10 per person. 30 bottles of wine were provided, seven were left over, will reduce next year.

The Gleitsmanns will host the spring party.

## Publicity and Programs:

- I intend to change the password for the members' area of the website on Sunday, Jan. 19, just a couple of days prior to our season's first rehearsal. That way Mary can include the new password in her email to the choir. And the password will be ... (drum roll) **spring2020**  
Why mess with success?
- As Cynthia will attest, I'm something of a neat freak. So you can imagine that it put my teeth on edge to have 391 messages sitting in the Siskiyou Singers In Box at the start of the new year. More than 200 of these messages were marked Unread. Most were ticket orders and receipts dating from all the way back to October 2018.  
The main culprit is our online ticketing system, which generates three emails for every ticket order, only one of which is really needed by the ticket coordinator to match up purchasers with their tickets.  
So last week, after checking with our finance, banking, and ticket chairs, I launched The Big Purge. I put all Ticket Confirmation emails from the most recent concert into a folder labeled such. Likewise with all Ticket Requests (change of date, etc.) into their respective folder. Going forward, I will conduct an out-with-the-old-and-in-with-the-new exercise for each concert. I doubt that anyone will actually need these in the months between our performances, but they'll be there just in case.  
I also archived a few emails that we might need someday but didn't seem to belong in other folders, such as confirmation requests for matching donations. It appeared that every email we have received that needed a response got one, so the system seems to be working. And I deleted everything else. We are now at (or very close to) Inbox Zero.  
In the future I will try to police the In Box a little better on an ongoing basis so none of us is forced to wade through hundreds of messages to find what we need.
- Also last week, I completed transitioning of our photo albums and videos off our web server and onto Google Photos and YouTube. These items are just as easy to view by the public and/or our members but no longer gobble up valuable (and costly) Siskiyou Singers server space, which lately we have been in danger of overrunning.

## Old Business:

**Registration:** January 21 is coming up: Five board members will cover this (reg. table, \$ intake, audition escort). How about asking section leaders to be present to hand out music? Action item: Mary VW will contact them. Should we revisit raising our registration fee (last raise was two years ago, \$5)? We want to keep the group affordable. Our members average donations of \$100. Instead of raising fees we should suggest members increase their donation. This will be revisited in the Development Committee.

**Outreach 2020:** Sally is on top of it, schedule will be shared (has dates, locations, rehearsal dates). The locales are Central Point & Talent on Wednesday. Scott has submitted a grant to Ashland Rotary, Lithia Springs, White City and Eagle Point on Friday.

## New Business:

**First Aid kit:** Cynthia has been bringing one. She would like us to have our own. Laura has one she can donate. Michael will donate a sewing kit.

**July 4th booth:** The Chamber contacted Laurie, preparations are now being offered in February, which is better than the previous situation, where it was very last minute. We need a better way to get volunteers to man the booth, as the organizers end up doing the most work. Should we continue this booth? Is it worth it? It is unsure when a commitment is needed. Mary VW will bring it up to the choir members and see if we can't get commitments. We will revisit this at the next meeting, after we have more information.

**Membership:** Laurie is stepping down as chair, and as a board member. The board will find a replacement, and it will need to be a new person (not necessarily a board member). She will stay on as soprano section leader. Let's all start thinking of replacements.

**Archives:** Annette wants to know what she should keep, in addition to what we have digitally. Going forward, we will not continue to keep "hard copies" of posters, programs, etc. Shawn will receive hard copies for his portfolio. Recordings (on CD) will also be in the archive.

The older stuff (recordings, photos, etc.) is worth keeping, and should be moved to the newer storage unit.

Michael will find out how much there is, and what we should keep and preserve. He will also report back on what the archives are stored in now and if it is adequate. Archival recording cost about \$500 a year and Mark feels strongly that we should do this. Jay would like a copy of his pieces, and Michael will make that happen. We will discuss this with Mark at the next meeting (he was not present at the time of this conversation).

**Name tags** are all ready to go for registration. They are online for members (who change sections).

**Rotary Crab fest:** we will donate 2 tickets for the spring concert (either night).

**Banker business** (Mary B.): She would like a better way to reconcile/verify the bills (make sure what we are paying for is legitimate). The bills should go back to the requester for verification before payment, so there is a "paper trail", even if it is digital. Shawn will give her a list, and Michael will be a liaison.

**Ticketmaster-** Mary Van Wesep will work with ticketmaster to make process smoother.

Next board meeting will be at Jay's.

We adjourned at 11:50 AM.