

Siskiyou Singers Board Minutes

January 9, 2021

9:00 a.m. – 12:00 p.m.

ZOOM

Board Members Present: Mark Reppert, Mary Van Wesep, Mary Bergstrom, Laura Barlow, Howie Seay, Scott Nelson, Michael Zuzel, Cynthia Tank, Rich Gleitsmann

(Minutes taken by Cynthia in the absence of board secretary Katharine Lang.)

Meeting, preceded by icebreaker, convened at 9:25 a.m.

November 2020 minutes were approved.

Written Reports

Artistic Director – Mark

No report

President - Mary

We had a successful, albeit stressful at times, fall term. Our rehearsals got better and better as time went on and we ended the term with a fun and joy-filled virtual holiday concert. We have much to be proud of. I am so honored to be part of a choir that keeps on keeping on in spite of a pandemic. We happily celebrated our hard work with a first ever ZOOM choir party on December 8, 2020.

Speaking of parties, we had our first ever ZOOM open house on Tuesday, January 5, 2021 to give members an opportunity to socialize and learn about the spring term. Thirty people attended the event.

I have written and continue to write thank-you notes to all our generous donors. Fourteen donations have come in since the airing of our holiday concert.

I am looking forward to this next term in our virtual choir. I have learned a lot and I have my ethernet cable, headphones and microphone at the ready. I recently purchased a set of lights so my videos should look better. Just like Norma Desmond in Sunset Boulevard, I'm ready for my close-up.

Membership – Rich

No report

Publicity/Programs/Public Relations Report (Michael):

- As of January 7, the Christmas concert video had received 367 views, seven likes and two positive comments. Videos for individual songs had received between 29 (Silent Night) and 44 (Ubi Caritas) views each.
- The concert announcement, posted to 54 local and choral-related Facebook groups, received 48 likes, five positive comments, and one share.
- The announcement to our email list was opened by 173 recipients (50 percent). Of those who opened, 53 (31 percent) clicked on the link to our web site. (In the email marketing world, these are excellent numbers.)
- Our media release was picked up by the Mail Tribune and Tidings, which made it the second item on their "Things to Do This Weekend" list.
- The concert was listed in the "Virtual Events" section of the Chorus America website.
- On December 4, I called in to the "First Friday Arts Segment" of JPR's Jefferson Exchange and had a great conversation on the air with Geoffrey Riley to promote the concert.

- Our underwriting spot on JPR was supposed to run for only one week but ran for at least three weeks (I last heard it on the air on Friday, January 1).

Treasurer's Report

Difference in checking account balance reflects lack of ticket revenue for December concert, which normally runs about \$15,000.

Profit & Loss statement: Bottom line is that at this point we're breaking even, which is pretty amazing, considering.

Board agreed that we will pay Mark and Mikiko for the entire spring term, rather than monthly, which is what we did this past fall term.

To access the full profit and loss (P&L) report, contact treasurer Laura Barlow

Development Committee (Laura):

Donations to date were at almost \$8,000. Sponsorships on web site are at about \$2920. We expect to do our fundraising letter this spring. Original goal was \$19,000; we have received about \$16,000. So we could come close to meeting our goal if we have a decent fundraising effort.

Old Business

- **Webpage Sponsorships** – Keith Baldwin submitted written report showing list of sponsors for our web site. He is still looking for additional sponsors.
- **2021/2022 Concert Dates** (Scott): We schedule with our venue (SOU) two seasons in advance. Can't reserve spring date any earlier than Jan. 1 of the prior year. We have reservations for Dec. 10, 11, 12, 2021. We were going to start having only two December concert dates, starting this last December, so we may want to discuss that for next December. We have requested May 7-8, 2022, which is Mother's Day weekend, which we have avoided in the past. There is a community concert already reserved for April 30, 2022. They are allowed to reserve dates earlier than we are. We also have reservations for Dec. 9, 10, 11, 2022. Dress rehearsal reservations have also been made or requested.
- **Membership committee follow-up** - Rich will send out the list again and let board members judge whether/how to contact singers.

New Business

Mark explained how he and Mikiko will create a full virtual orchestra for our upcoming spring concert. The board is concerned that Mikiko be compensated properly for this work. Mark will come back with recommendations for this.

Mary VW will update the choir by email about our financial standing.

Mary VW is disappointed by the amount of donations coming from our virtual concert. Michael will add something on the web page to make it clearer donations are appreciated.

Meeting adjourned at 10:16 a.m.

Board Meeting Calendar 2020/2021

- February 20 (Zoom)
- March 20
- April 17
- May 15