

Siskiyou Singers Board Meeting 2/19/2022

Meeting was called to order at 10:04 AM

Present were: Michael, Cynthia, Mary B., Howie, Katharine, Rich, Laura, Scott, Mary V., Mark,

Director's report:

The turnout and the sound was really very good, for a first rehearsal. Not as much sound was being produced, but we may consider mikes for the concert. Mark needs a mic as many people cannot hear him well enough, and can bring his own set up, and he will continue to wear a mask as there still is a mask mandate. There are mandate exceptions (giving a speech, playing music). Mic drawbacks: the choir will demand the mike from now on.

Mark being able to tell who is making a mistake depends on being able to see who is doing it, so masks make this difficult.

We need to watch the French diction video before the next rehearsal.
48 people have signed up, although 37 were able to attend the first rehearsal.

Some board members will need to come early next week to register the late-comers. Everything went smoothly with registration. We have a few more basses and a few more tenors.

Mark is undecided whether we will have small groups or not. Time wise, our chosen pieces are only 30 minutes, which is a skimpy program. We are not allowed to have an intermission, so filling out the concert with solos and small groups may be a good idea. Mark will think about it.

Membership report (Rich):

We do have some new members. Section leaders will be introducing them at the next rehearsal. We will be rehearsing from 7-8:45 (with a short break) and board members are to arrive at 6:30 to register new members. Cynthia & Michael will be taping (for social distancing) off the pews for the next few weeks, maybe longer.

Publicity & programming (Michael):

Michael told Shawn he will touch base with him after this meeting. We are behind, as we don't have a concert title or a rough draft of program cover, but Shawn is resourceful and will put together what we need in a timely manner.

Micheal will deal with all the necessary deadlines with Shawn.

THE BEAUTY OF THE WORDS will most likely be the concert title.

Treasurer's report:

We are where we were this time last year, although we have not paid Mark yet.

Spread sheet: One thing that will perhaps need to change is 30-45 minute concert, can we justify a \$20 ticket?

Concert expenses: advertising, graphic design, postage, etc. Do we want to spend that kind of money this term? We are at about half of where we were last year in terms of advertising. Sponsorship revenue needs to be increased. Laura has a proposal: Laura has contacted singers who have a contact with advertisers, asking them to do this again. Several said they will do this, She would like to write a note to all choir members asking for their participation. It will be included in one of Howie's emails, as a special message from the treasurer. Advertisers will get an ad on our site + program. Shawn intersperses the small ads (\$100 level) in with the concert information, so these small ads are important, layout-wise. The sponsorship situation needs to be rethought, as it is complicated (there are many levels from business-card level to full-page). Michael will work with Laura to help sort this out. Since Scott Calvert left us, there has not been one person in charge of advertising, so Michael will "dive in" to this.

April 6th- program ads due (5-6 weeks from now).

P&L Statement:

We are pretty close to being even, but some big expenses are coming up, with not as much revenue incoming, so we could head into the negative territory. SOU still has not billed us for the last hall rental. It is not our job to remind them to bill us, so we see what happens.

The church: We had six canceled rehearsals, so hopefully they will just charge us for (11-6) five rehearsals.

\$20 ticket, only 45 members, we will be in the hole . Expense cutting ideas: 1) only one concert with full audience vs. two concerts with half full. 2) Cutting back on posters & postcards: they are akin to a "message in a bottle" they are very old-fashioned system, expensive and relatively ineffective. It's the biggest ticket item under advertising. We should consider just relying on email, social media, JPR underwriting instead.

Upsides: engaging our singers in helping with publicity.

Problem: we don't have a lot of email addresses, we do have a lot of physical addresses.

Our programs are the best in the valley, so we will still do that. The savings will be minimal if we get rid of posters & postcards, in terms of Shawn's bill, but the printing & mailing costs are the biggest ticket item.

Motion: We eliminate posters. Seconded, passed

Postcards: Michael will get the printing numbers to Howie, so they could possibly be lowered (smaller size? Thinner paper stock?). To be continued.

What might we want to do with the structure of the concert, as we have fewer members to sell tickets? SOU is requiring proof of vaccination, which will make it harder to sell tickets in person.

The other way we could do this is to have a free concert, and ask for donations at the door, as a "Pay what you can" concert.

Mark has experience with this, and it was very positive. A donation envelope could be included in the program. Mark feels donations at the door will be the price of admission. At the door,

someone would need to check vaccination cards, and another person to accept donations. There will also be a savings by not printing tickets.

Mark is opposed to doing just one concert. Even two concerts is pretty slim. We should offer one matinee and one evening concert. Another concept: two concerts in one day (3:00 and 7:00) which Mark could live with, just this term. Tear-down would be problematic as it would be at 9:00 PM, or the next day.

Singer morale would be better looking out to see a full house, with one concert but this time it may not be best to do this.

Storage facility prices have risen, from \$128 to \$158 per month. We have a longterm relationship with them, they let us use their truck for free, storage facilities are in very short supply, it is safe, nice and secure. Cost of moving would be significant as well. Alternative facilities were looked at and it was decided that staying where we are is the best option. The door is damaged and the owners have been notified. Hopefully they will fix it, as Cynthia was unable to open it by herself.

Scott will touch base with Tom Knapp to see if there is a savings with two concerts in one day, and if he'd allow riser breakdown the next morning.

Motion: We don't sell tickets for our upcoming concert, and the details of this will be reevaluated. Seconded and passed.

Riser arrangement: It will be necessary to determine how many singers can fit on the risers, socially distanced. Cynthia will meet with Jim to determine this. Late April things may be different.

Choir tour 2024: No updates at this time.

40th Anniversary of the choir: A subcommittee will be formed to determine what special events, and Mark will be on this committee as the music involved will be determined by the theme and activities. Howie will send out an email to the choir, after a committee head is chosen, to solicit members. Rich LaVoy has a knack for parody songs, Rich G. will reach out to him.

Meeting adjourned at 11:51 AM

