

**Siskiyou Singers Board Agenda**  
**March 15, 2025 - 9:00 AM**  
**Laura Barlow – Ashland Public Library – Ashland**

**Board Members Present:** Steve Thomas, Michele Kyle, Mary Van Wesep, Laura Barlow, Mary Bergstrom, Howie Seay, Scott Nelson, Jasmin Conley, Bonnie Walker, Inga Leed (ZOOM), Andrew Klein (ZOOM), Mark Reppert

**Absent:** Loretta Barker, Carol Lambie, Sean Connolly

**Meeting Called to Order at 9:00AM**

**Approval of February 2025 Minutes**

**MOTION:** *Scott Nelson moved to approve the February 2025 Board Minutes. MOTION seconded. MOTION PASSED*

**WRITTEN REPORTS**

**Director – Mark Reppert**

I am very happy with the progress of the choir and the efforts of the board to make us more visible to our audiences. We deserve large, enthusiastic audiences! I am excited to let you know that we will be performing one of the masterworks of the choral literature, the All-Night Vigil, op. 37 by Sergei Rachmaninoff.

This piece is a gorgeous setting of the Russian Orthodox chant for that special service performed a few times a year in connection with important festivals of the church. The piece is a cappella and we will perform it in Latin. We will perform selections of the 70-minute work resulting in an appropriate amount of music for the first half of our program.

The second half will be traditional for our choir, singing interesting arrangements of holiday favorites.

**President – Steve Thomas**

At our last meeting in February, we voted in and welcomed a new board member, Bonnie Walker. She has many great skills and ideas and is very enthusiastic about working with us! Thank You Bonnie 🙏



Andrew Klein and Inga Leed need to step down from being active board members at least for now but we hope they'll be back at some point. However, Andrew would like to continue to collaborate with Micheal Zuzel and Shawn Shaffer as Michael's multiple duties come to an end this June. Andrew and Michael will keep us informed on their progress.

We will discuss and vote today on how we plan to schedule our winter concerts going forward. I haven't had anyone volunteer to be the Ad Sales Manager to date and that needs to happen ASAP. I may be asking one of you board members to take on that job.

Finally, Mary Van Wesep, our most wonderful board secretary's term will end this June so please be thinking about stepping up to become the next Siskiyou Singers BOD Secretary.

**Publicity – Michael Zuzel – no report**

**Membership – Howie Seay – no report**

**Communications and Social Media – Howie Seay**

**Social Media Updates** - The Communications Committee, including Jasmin, Drew, Danielle, and myself, has been actively working on social media engagement. This month, we have scheduled:

- Two *Singer Spotlights*
- Four *Quote Posts*

These will be posted on Facebook, and we are working to determine the Instagram credentials to expand our reach on that platform.

**Website Discussion & Next Steps** - I will be meeting with Michele on Saturday morning to review the website, focusing on its role in sustaining the choir. We will walk through two primary user flows:

1. **Tickets & Performances** – Ensuring that visitors can easily find concert dates and purchase tickets.
2. **New Singer Recruitment** – Streamlining the process for prospective members to learn about auditions and join the choir.

I have also spoken with a few contractors regarding potential website improvements:

- A full website refresh would cost between **\$3,000 - \$5,000**.
- A content update service—where we provide links (e.g., BandLab and YouTube videos), sheet music, and concert dates for a contractor to update—would be approximately **\$100 per update**.

Ideally, we can handle these updates internally with the resources we have in the choir, but it will require time, effort, and coordination.

### **Next Steps & Considerations**

- Finalizing Instagram credentials to activate our presence on the platform.
- Assessing the feasibility of managing website updates internally versus outsourcing.
- Evaluating priorities for website improvements based on sustaining audience engagement and singer recruitment.

### **ADDITIONAL INFORMATION SHARED AT THE MEETING:**

Committee members are Howie Seay (chair), Sean Connelly, Michele Kyle, Jasmin Conley, Andrew Klein, Inga Leed, Ann Beaufort.

It was suggested that the committee look into getting an SOU student to help with the new web design.

***ACTION ITEM: The committee will meet in the next week or two to look at website design.***

### **Technology – Howie Seay – no report**

***ACTION ITEM: Howie and Andrew will meet to discuss next steps for the Technology Committee.***

### **Treasurer's Report – Laura Barlow**

#### **Balance Sheet as Feb 28, 2025**

- The 13 mo. CD has been rolled over into another 13 mo. CD at 3.25%.
- The 7 mo. CD has been rolled over into another 7 mo. CD at 3.75%.

#### **Profit and Loss Statement as of Feb 28, 2025**

- As of Feb 28, bills had not been received yet from SOU for the Jan concerts, the remainder of Shawn's bill and from Pacific Crest Printing. That will take care of the net income that shows at the moment.
- Non-singer donations include \$75 from Avi's mother. Nor has she cashed the check we wrote to her for \$250.

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

### **Fundraising – Development Committee**

- Making progress but still looking at needing another \$7600 in donations/grants to fill the budget gap.

***ACTION ITEM: Laura will make necessary corrections to the Development Committee report***

• **Grant Application Status**

- Oregon Arts Commission – \$2355 received. Application filed for 2025/2026
- Miller Foundation – \$2300 received.
- Oregon Community Foundation – Submitted by Scott
- Carpenter Foundation –\$3000 received.
- Pacific Power Foundation – Declined to fund.
- Marie Lamfrom Foundation – Scott will apply in May.
- Jackson County Cultural Coalition – \$1000 received.

**OLD BUSINESS**

**ACTION ITEM REVIEW – Mary Van Wesep**

***ACTION ITEM – Howie, Mary V W, Andrew, and Michael Zuzel will form a Task Force to look at possibility of making concert tickets available sooner rather than later.*** **DONE** **PENDING**

***ACTION ITEM: Howie and Andrew will take on the responsibility of determining when on-line ticket sales can go into effect for any given concert.*** **DONE** **PENDING**

***ACTION ITEM – Howie Seay will investigate how and to whom donor emails are sent.*** **DONE** **PENDING**

***ACTION ITEM - Michele will cement the formation of the committee. Anne will be an advisor. She is available to write and edit the written stuff.*** **DONE** **PENDING**

***ACTION ITEM: Howie will serve as interim chair and Jasmin will oversee the Facebook part)*** **DONE** **PENDING**

***ACTION ITEM: Howie will provide information on new singers.*** **DONE** **PENDING**  
***(new ACTION ITEM: Going forward...Section leaders will start introductions of new member in their section. This will be done at a rehearsal or at a workshop)***

***ACTION ITEM: Howie will talk with the Baldwins regarding money provided by the board for an after-party*** **DONE** **PENDING**

***ACTION ITEM: Howie will speak to both the Baldwins and Ro regarding the hosting of the Spring after-party.*** **DONE** **PENDING**

***ACTION ITEM: Howie and Andrew will take on the responsibility of determining when on-line ticket sales can go into effect for any given concert.*** **DONE** **PENDING**

***ACTION ITEM: Howie will serve as interim chair of the Communications and Social Media Committee and Jasmin will oversee the Facebook part.*** **DONE** **PENDING**

***ACTION ITEM: Scott will put all documents pertaining to this item [SORS storage request] in the Google Drive.*** **DONE** **PENDING**

***ACTION ITEM: Mark will talk to Laura about his need for \$500.00 for a flutist.*** **DONE** **PENDING**

***ACTION ITEM: Mary VW will send out to board members the document showing term dates.*** **DONE** **PENDING**

***ACTION ITEM: Mary VW will send a job description to new board member Bonnie Walker.***

**DONE**

**PENDING**

### **WINTER CONCERT SCHEDULE** – Steve Thomas

Steve presented to the board a list of concert alternatives that the Winter Concert Scheduling Task Force worked with. He shared that the decision is to resume our usual three concerts (Friday, Saturday, Sunday) in December 2025.

**MOTION - So moved that the board approve the Winter 2025 concert schedule as recommended by the Winter Concert Schedule task force for this year only. MOTION SECONDED. MOTION PASSED.**

It was noted that the Southern Oregon University Music Recital Hall will not be available in 2026.

### **BILINGUAL PROGRAMS** – *Tabled Indefinitely*

## **NEW BUSINESS**

### **ANDREW KLEIN & MICHAEL ZUZEL COLLABORATION** – Steve Thomas

*Andrew shared that he needs to limit his involvement with the board regarding his work with the Technology/Communications committee; however, he will continue to work with Michael Zuzel on learning the ins and outs of what Michael does for Siskiyou Singers. Inga will continue her involvement with the board.*

Regarding the many and varied jobs that Michael Zuzel has performed over the past several years, going forward, the tasks will need to be divided among several people. Andrew will work at determining how to make those divisions and also which tasks are still viable.

### **AD SALES MANAGER POSITION** – Steve Thomas

We are still in need of a person to manage Ad sales. Steve has two people in mind. Another was suggested.

***ACTION ITEM – Steve will ask Ro Tutland, Susan Whitmore, and Carol Lambie to consider filling the position of Ad Sales Manager.***

### **INCREASEING AD PRICES REVIEW** – Steve

The board discussed increasing the price of an Ad. No decision was made; however, if an increase is warranted, it will not take place until Fall 2025.

***ACTION ITEM – Laura will ask Shaun Schaffer what other choirs charge for Ads.***

### **CYNTHIA'S QUESTION**

The board discussed Cynthia Tank's question as to whether or not we want to change the current ad-trade agreement we have with Manzanita, the florist who puts together our concert floral arrangements.

The board decided that we want to give Manzanita a full-page ad in exchange for floral arrangements, starting with our Spring 2025 concert.

***ACTION ITEM – Steve will give Cynthiaa the okay to offer Manzanita a full-page ad.***

Steve asked the board to consider reimbursing Cynthia for the Christmas items she provided the Christmas concert. The board agreed to do so.

***ACTION ITEM – Mary Bergstrom, banker, will check her records to determine if a reimbursement has already taken place.***

### **SPRING TIMELINE REVIEW** – Steve Thomas

Steve wanted the board to familiarize itself with the timeline that Shaun Schaffer provides every concert season. The timeline shows when concert materials are to be printed and distributed.

### **REVIEW ACTION ITEMS** – Mary Van Wesep

*Action Items* generated in this board meeting were reviewed (see below)

***ACTION ITEM: The Communications and Social Media committee will meet in the next week or two to look at website design.***

***ACTION ITEM: Howie and Andrew will meet to discuss next steps for the Technology Committee***

***ACTION ITEM: Laura will make necessary corrections to the Development Committee report***

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**ADDITIONAL NEW BUSINESS ITEMS –**

- Scott Nelson announced that he will serve an additional three-year term (2025 – 2028)
- Should the choir allow prospective new singers to observe the choir in action before auditioning? Some discussion ensued. A decision was made to table the discussion to the April meeting.

**ADJORN – MOTION: Scott moved to adjourn the board meeting. MOTION SECONDED.**

**MOTION PASSED. Meeting adjourned at 11:37AM**

**NEXT BOARD MEETING: April 19 – 9:00 AM**

**Steve Thomas' Home – 588 Beach Street - Ashland**