

Chorus North Shore Board of Trustees Meeting

AscensionChurch, Ipswich, MA

Wednesday, March 11, 2009

President Dorrie Kimkaran called the meeting to order at 7:30 p.m.

Present: Suzanne Becknell, Janet Boynton, Josephine Brouillette, Kathleen Galvin, Kit Gregg, Brent Keltner, Dorrie Kimkaran, Jennifer Clark, Sam Otis, Tom Parkins, Sally Saplin, Kathy Sullivan, Roger Waindle, Priscilla Walter, Paul Weaver and Sunny Pryor, Artistic Director

Absent: Patsy Calhoun, Sheryl Knutsen, Mary Sepich, Wally Rowe

Meeting Minutes from February 11, 2009 were reviewed and accepted by the Board.

Treasurer's Report:

John Shaunessy reported lottery ticket sales are not going well. Reference: in 2004 220 tickets were distributed and 113 tickets sold. This year 116 tickets were distributed and only 26 have been sold. 159 tickets must be sold to cover the costs of our orchestra and lottery fees and reach the goal of \$10,000 (need \$15,000 plus costs). Board members have been asked to email Dorrie to inform her whether each will, or will not buy a lottery ticket.

Sam reported we haven't collected dues from 30-40 members. We want to generate \$90,000 this year and have \$54,000 now. Board members are asked to inform Sam what bills are coming due, quarterly and annually and to write on expense receipts what they represent. We have been awarded a \$715 grant from the Beverly Cultural Council. We have \$2,000 in advertising sales and want \$12,000.

Artistic Director's Report:

Sunny reported positive feedback from the 375th Ipswich Anniversary Concert on March 8. Sonny also reported our May 17 concert should be changed as it conflicts with a free concert by David Briggs, a world renowned organist. Marian Dry has been informed but hasn't responded. The contract for Ray Bauwens is in the mail. There are twelve rehearsals remaining for the Haydn concert. In six weeks Sunny will assess whether we need more rehearsals. The orchestral rehearsal has been changed to the Uni Uni Church in Beverly on Tuesday, June 2, 2009.

Committee Reports:

It was decided to use Honors Youth Choir members as ushers for the Haydn Concert.

Dorrie may send out "survey monkey" to Chorus members to gain a volunteer survey to assist the Board. During rehearsals the white board behind Sunny will provide "notes" to members of pertinent information.

Scholarship

The deadline for scholarship applications is April 2, 2009. If there are no takers the money will be rolled into next years' fund. Priscilla will invite the scholarship recipient to a rehearsal to see who we are and what we do.

Membership

A motion was made, seconded and unanimously in favor of publishing membership names and email addresses, on the CNS membership page for members' use.

Methods of obtaining concert goers' email addresses were discussed. Adding a "drawing for a gift basket" into the concert programs was one method. Another is providing a card in the program for the guest to fill out in order to receive future concert information.

Fundraising:

Tom, Brent and Kathleen reported we have six openings for the Eurostove event scheduled March 20. The guests will receive a free CD, a letter encouraging gifts, and a ticket to the next concert. Dorrie will give greetings and explain the evening. After cooking, Sunny will give the history of the CNS. At the conclusion Dorrie will present the "ask".

"Musical Chairs" was discussed as a fund raiser where the donor who gives most generously receives a private lesson from Sunny to direct The Hallelujah Chorus at the dress rehearsal for Messiah. During the holidays, "Wrapping Purchases" at a table with CNS logo in Borders or Barnes and Noble is a possibility for exposure.

Kathleen Galvin reported we have received \$632.34 from I-Give and more is expected soon. We need more member support so Kathy will talk about I-Give at rehearsal.

Updating the donor list with a high to low ranking will be done.

May 17, 2009 concert

David Briggs is giving a free concert on the same day we were to collaborate with the Jubilee Trio so our date should be changed. The performers have been contacted but have not responded.

Website

Tim the web master will publish our meeting minutes and annual report on the password protected site for CNS Board

Grants

Corporate Grants/gifts aren't working in this economy so ways were discussed to offer opportunities to corporations that may appeal to them; such as "Concert Brought To You By xxxxx" (sample business, Inc.) in the programs. Several CNS members have volunteered for Grant Writing.

The local Ipswich Cultural Council refused support this year because they gave last year, so they should be approached again next year.

New Business

Lynn leaves as wardrobe manager and Joanne Duncan will take the position. It was decided that all women should purchase the pearls (on line through the web site) to eliminate the hassle of distributing and collecting them at each concert. Dorrie will purchase a small "thank you" gift for Lynn.

Marianne is handling program design for the Lord Nelson Mass concert and needs to be ready by March 20, 2009. (\$1,000 was mentioned-maybe costs?) While discussing advertising revenue, the possibility of linking a sponsor's website to CNS website as an "official supplier" or "we like the following sponsors" on our website was explored. Statistics show a company that advertises in a recession does better than those that don't. A good selling point for advertising space is that we had two nearly sold out concerts. Sunny will speak with Diane Anderson (WBOK) regarding cost of radio advertising or perhaps free exposure for the Messiah concert. Margaret needs ushers and ticket sellers.

Ways of keeping contact with donors all year were discussed, such as “Thank you for being my Valentine” and mingling with the audience after concerts was suggested. Members could be profiled in the program along with a discussion of the music. People may be willing to pay more for better seats at the concerts.

The meeting was adjourned by President Dorrie Kimkaran 9:26.