Management team meeting via Zoom 7-6-20

In attendance: Erin Blanchfield, Wendy Pachter, Susan Kanpur, Joyce Nishinaga, Michele Bokun, Donna Doherty and Moe Haley

1. Director vision
   1. Want to market ourselves as an online music school. We will not lose the opportunity to sing both old repertoire though and learn new music. It was discussed to allow a little more time to this in rehearsal and possibly going through songs twice to allow members the opportunity to record themselves if they wish. Learning new music is what will keep the life of the chorus going.
   2. We will reap the benefits of education during this time so that hopefully we can make it through this pandemic and come out more knowledgeable singers
   3. Vocal lessons have been going well but it is hoped that more members from different voice parts will take advantage of this offer.
   4. Wendy will send out a poll to the chorus to get input on how they are doing and what they would like to see more of in our meetups
2. Finance
   1. Joyce is still working on catching up with the books and will provide financial reports to the management team as soon as she can. We have money that came in from last years ad sales and the December show along with current dues. Our expenditures are down but we will have to keep a close eye on our finances and keep tabs on projecting.
   2. We discussed reaching out to members that are in arrears and how best we can work with them to come into good standing. If a member does decide to resign but wishes to come back in the future, then we would ask them to not only re-audition but to make sure they are bought back up to good standing with their previous dues
3. Marketing
   1. Laura Murray has been doing a phenomenal job of coming up with video ideas for marketing. She is currently working on a project with Erin and Wendy that will be targeted toward inviting new people to come join our zooms.
   2. We are still doing really well on both Facebook and Instagram right now with pushing out tidbits from our zoom sessions, highlighting members' birthdays and marketing promos we are pushing through. We are still getting new likes and comments regularly.
   3. Ad Book
      1. Anne Schafer did an amazing job of pulling the ads together. There are still missing pieces to fill in so she will work with Ginny and Donna to get that wrapped up. She also made a spreadsheet to track the ad sales so we can make sure everything is accounted for.
      2. Donna is working on updating the website so we have specific and defined areas
         1. A support button will be available so that people can see all of the companies that have donated to us. Hopefully we can get thank you’s out on social media as well highlighting those companies support
         2. All of the membership stuff will be together in one place - critter chorus, future barbershoppers, year in review - for the chorus members to scroll through and enjoy
   4. Donna will reach out and start the process of trying to get a grant to support our chorus
   5. Other ideas to generate funds include creating jingles for businesses or selling virtual greetings for birthdays and anniversaries
   6. Donna is looking into setting up a store link on our website. We still have those canvas bags that we could sell. We cannot use Venmo for non-profits but we might be able to use a PayPal function. We just need to make sure we look into all the legal issues to make sure this is all set up properly for tax documentation purposes.
   7. We would like to get the invoice feature working on the website so that can go out to members when dues have been paid
   8. Maureen Dalton will be working on a Zoom in review section. She will do a synopsis of the lessons we learned that week for any member who is interested that missed it or anyone that would like to review some of the things we learned.
4. Just to document in the minutes- previously discussed among the team is an issue involving Star Performers. It was decided that to be eligible to receive the award, the person must be a current standing member.