Management Team Meeting 1-18-21

In attendance: Erin Blanchfield, Wendy Pachter, Michele Bokun, Joyce Nishinaga, Susan Kapur, Donna Doherty

1. Membership
   1. There are two visitors scheduled for our 1/19 Zoom rehearsal!
   2. Visibility: Wendy can see there has been a bunch of visits to our website lately. She is teaching a bunch of classes and there is some buzz around the Region about what we are doing on zoom. We want to capitalize on this buzz!
      1. Maybe ask current members to reach out to former ones. Michele has already sent an email once but didn’t get much feedback. Maybe the personal touch of someone inviting someone back may get some better response. Michele will pull together a list and bring it up in announcements shortly
      2. Michele will reach out to Hannah at Valley Chords to find out about their membership nights
      3. We should consider doing an outreach to all of the female a cappella groups (High School or College) to promote BSC
      4. We talked a lot about the photo carousel on our public website and possibly updating the pictures to more performance shots. Erin will pull together a selection and Donna will work on updating the pictures in rotation.
2. Team Leaders / Directors notes
   1. Regional Weekend – Coming up on 1/22 and 1/23. Erin will blast out an email as soon as the Zoom links are shared and will include the class list as well to all of the chorus members.
   2. Virtual Performance: We plan on trying another one with “After You’re Gone”
   3. Venue search:

Google Sheets with the places we have looked: <https://docs.google.com/spreadsheets/d/1-P2AYxI3dPP6DhwZDZqq5v8jeqwfs7zHXH19-IxGZHs/edit?usp=sharing>

We talked about keeping the venue search fresh as we will eventually need a space to go back to. Donna is starting to compile a list of options again as some places may be offering better rates as they very interested in bringing people back.

Please see the link above for the places we already searched and update as needed. It was last updated Nov 2019.

Joyce and Wendy are going to look at the Regency Theater in Arlington.

1. Treasury
   1. Joyce provided us with the financial report. There are a few dues in arrears that she is following up with.
   2. The Region went back to the 60 day dues policy so members just need to renew before that time is up
   3. Our 1099 are due at the end of January and Joyce is working on those.
   4. Fundraising: our expenses are holding but we need to start considering about ways to bring in more money
      1. Garage Sale – maybe have a traveling one that is hosted a couple of times at different houses.
      2. Selling items on our website: Michele will look into printed masks with BSC on them
      3. Auction- Erin has a couple of autograph items she collected for our Fall Regional Hosting that didn’t happen or maybe we can create some gift baskets to auction off

We could use an auction site for items but that may limit our audience. My kids elementary school sets up a silent auction every year but it is only distributed to the kids in the school. If instead we post our items up on Ebay, we will have a much wider audience. If the team approves, Erin can have her husband help set up the autographed items on Ebay and see if we can post that they are for a charity organization and see what we can make

* + 1. Wendy will announce at chorus asking members to come up with some ideas….Follow up – Kay sent an email for Flower Power fundraising <https://www.flowerpowerfundraising.com/?gclid=CjwKCAiAxp-ABhALEiwAXm6IySTl4K3bYQBSpulNPP1872hGrXw5_Zz0CzC1SPG29i63DKXqgU0RzhoCtlgQAvD_BwE>

For any of these ideas, we will need someone to take the lead to get them rolling. Maybe we could ask Kay if she would like to organize the Flower one?

1. Secretary / Marketing
   1. Facebook: Erin has updated our FB with pining the marketing video to the top of our feed. She also made updates to FB messenger to have three stock questions that people can click on and get an automated response.
   2. Instagram: Erin has been running our page since Jan 2020. We are up to 190 followers. She will do a search for all of Region 1 choruses and quartets to follow them and increase our visibility. Donna has included the Instagram link on our website as well.
      1. Asking members to join: We talked about allocating 5-10 minutes in Zoom rehearsal time to teaching members how to use social media. First up will be Instagram. Erin will send members and email instructing them on how to download the application to their mobile device. Then on 1/26 rehearsal, she will give a brief lesson about using the app. … Follow up: As of 1/26, seven chorus members already started following BSC on Instagram. Erin’s daughter Lexi, helped create training videos that were shown at rehearsal and emailed out after as well.
   3. Meet-Up: Next up, Michele would like to work with the chorus on Meet-Up. She will come up with a mini lesson to get people signed up. Then it will be important to get them to log in and say they are coming to a rehearsal when we set up a Guest Night so we can create buzz at the right time.
   4. Patch Calendar and BSC website update – Donna is working on these to get our rehearsal information in there.
   5. Boston Skyline Chorus (LBC) has 60 years chapter longevity this year!!! Erin is working on some marketing for this and is collecting past contest photos from some members in order to make something to highlight this anniversary date