Management Team Meeting Notes 10-17-2022

Attendees: Susan Milliken, Lois Jensen, Wendy Pachter, Kate Romain, Michele Bokun, Joyce Nishinaga, Erin Blanchfield, Maureen Dalton

1. Secretary (Susan M)
   1. Review of prior MT Meeting notes: Minutes were accepted.
   2. Correspondence – Email from Vocal Revolution, Seth Maislin – BHS starting a women’s barbershop group is a bit of a threat to us. How can we compete? We need to be the best we can be to market ourselves. Lois will draft an email that will go out to everyone after review by the Management Team.
2. Team Coordinator Reports (Lois)
   1. Chorus Activities (Kate to get updates from Gail Grossman)
      1. Halloween party October 25, 2022: Wear something Halloween-y and bring individually wrapped snacks.
   2. Facilities (Kate to get updates from Ginny Devlin/Janice Mottolo): No updates
   3. Standing Committees
      1. Nominating
         1. MT positions up for elections – Performance (1), Membership, Financial, Marketing. These jobs will be voted on.
      2. Standing Rules / Bylaws
         1. Finished review, including new Dues chart.
         2. Standing Committees – We will keep Membership in this list.
         3. Management Team needs to vote on the Standing Rules, then they go to the whole chorus to vote on.
         4. Maureen will send out updated versions for our review within next week so we can finalize by October 31.
   4. Website Team updates – Communications area / check emails –
      1. Donna is hoping to have Tina Lim be the webmaster. Tina mentioned using a new template to make things easier. We need to hear from Donna whether Tina will be webmaster.
      2. We need to have website emails forwarded to our accounts from the website. Some are being forwarded, some are not. We also need to go through them and delete old and unuseful messages.
   5. SAI/Region 1 updates
      1. IBOD election will be conducted at the November 1, 2022, rehearsal.
   6. Show Updates (from Janice)
      1. **Should we have free admittance for the afternoon?** Erin thought we should just ask for a donation at the door (maybe $5 suggested donation).
      2. **Do we close the doors during the show portion and/or pause the shopping?** We should just let the shopping continue. Maybe have an introduction first; that might quiet people down for the singing. The risers will be at the back of the room. Can people see us?
      3. Money will come from bake sale, raffles, sponsorship, donations, vendor tables. We will have a 1-page, 2-sided program and sponsorship page. 20 vendors will cover our cost of the venue. Either way, the show would need to end by 7:30 at the latest so our audience has the opportunity to shop before the end of the night.

1. Vendors. The Marketing team met on October 1st to make a plan to reach more vendors. Our to-do list is as follows:

* Laura - contacting Lexington Cable - Donna has contact info
* Donna - posting to Patch and meetup
* Erin - contacting Lexington Times (Town Crier) - Michele providing contact info
* Michele - contacting Lexington Arts and Craft Society
* Kate - join targeted Facebook groups to post - Janice providing list

This has generated more interest and as of today, we have 11 applications, 2 more that are being sent, and 4-5 potential vendors.

2.  Sponsorship levels. The marketing team also discussed and agreed on 4 levels of business sponsorship and the perks for each:

* **Bronze** $100: listed on back of program
* **Silver** $200: **Highlighted** on back of program

Option to be listed on our website with link to sponsor’s website

* **Gold** $300**:** Designated Table Sign (“This table sponsored by…) with business cards, promotional materials on one guest table

**Highlighted** on back of program

Option to be listed on our website with link to sponsor’s website

* **Platinum**  $500: Platinum Sponsor's Table - can be staffed by representative, with promotional materials

Scheduled Performance Posterboard listing

TikTok video - with consent, BSC videos TikTok at business to promote on social media

Show banner - during evening show, banner is displayed with sponsor

Option to be listed on our website with link to sponsor’s website

Janice is preparing handouts for the chorus to solicit sponsorships and want to present on Tuesday.

3.  Entertainment. For the afternoon, we have the following possible performances:

* 2 quartets have signed up to perform: Bari’d Treasure and the Snow Tunes (Janice, Peg, Kate and Erin)
* Sangerfest: Wendy is contacting
* Karate School: Michele contacted them, and they declined.
* Dance School: Janice is contacting
* Laura Murray is interested in performing with ukulele
* Wendy’s husband’s quartet may be able to perform
* BSC - mini performances

BSC show - 6:30 to 7:15pm

1. Music Topics (Wendy)
   1. Coaching updates. Wendy doesn’t have a coach for this Fall. We have Vicky Maybury coming on 2/25/23. Wendy would like another coach for contest time. Wendy will look at the schedule and see when we can schedule them. We are thinking of Harriet and Lori (sisters) as they are less expensive and very good.
   2. Wendy’s calendar – Wendy will not be there Tuesday, December 6. She might possibly be here the first week in January instead of being away.
   3. TACOL and IIGMHTY – are they covered for video recordings according? Wendy needs to ask BHS about licensing. There should not be an issue with a mechanical recording. We might have to get a 1-year license to make a recording. It’s okay with TACOL.
   4. Winter Wonderland: Wendy can’t get accurate learning tracks. Wendy will continue to pursue it.
2. Performance Coordinators (Donna, Maureen)
   1. Upcoming performances, Susan will make a Doodle poll for Watertown Farmer’s Market in 2023 and will check into Music in the Park which follows the Farmers Market. We have three shows this year: November 11, December 2, and December 3.
   2. Costume updates/discussion - Kate will manage the inventory. Lois will set up a meeting with the Costume Team to discuss roles and what needs to be done, including costumes for 2023 and 2024.
3. Membership Coordinator (Michele)
   1. Prospective members: We need to vote Sam Gonzalez in on 10/18/22. Janice will be helping with membership. We need to all support her.
   2. Attracting guests to rehearsals / Guest Night October 18, 2022. Doors open at 6:30. We will ask them to show their vaccination card.
   3. Website Updates: Lois will ask Donna who oversees taking people off the website
4. Financial Coordinator (Joyce)
   1. BSC Financial Report, Category Transaction, and Category Summary reports were distributed by Joyce prior to the meeting.
   2. BSC pins ordered by Erin – Erin ordered more pins, and they came in 0.5” high instead of 1.0”. She reordered them at a $100 discount. The small pins will be free to new members.
   3. Review expense analysis distributed by Joyce September 21, 2022: We won’t raise dues right away. We’ll wait to see how much we make with the show.
   4. SAI 2021 Financial Audit: We had a slight problem with our taxes; our accountant filed the IRS 990 form late. If we’re penalized, he will pay the cost.
   5. Angel Fund: Not many requests lately.
5. Marketing Coordinator (Erin)
   1. Marketing videos – We have a great guest night video. It needs to be shared a lot. World Singing day did not get as much notice as last year. Erin is trying to push it out there. Wendy would like a video with glow sticks for the Halloween party. Possibly a spooky video for Halloween, plus one for Holiday Palooza after guest night has passed.
   2. Brochure like Greater Nassau uses. A few changes need to be made and Susan will ask for a price quote from her printer.
6. Other topics
   1. Participation in Farmer’s Markets - above
   2. Job Descriptions
      1. Revised Job Descriptions have been uploaded to BSC Documents section on our website
      2. Show Team, Web Team – new (to be written)
   3. Other: Logos – The circle logo with white lettering on a black background submitted by Laura earlier this year will be our official logo. We will use this logo on media, our marketing materials, stationery, etc. We won’t need to change the skyline logo currently used on our business cards.
7. Next Meeting: Monday, November 14, 2022