Management Team Meeting Notes 11-13-2023

Attendees: Michele Bokun, Maureen Dalton, Lois Jensen, Marian McDermott, Susan Milliken, Wendy Pachter, Kate Romain Absent: Tina Lim Guest: Laura Murray

1. Secretary (Susan M)
   1. Review of prior MT Meeting notes - no corrections or clarifications needed.
   2. No LOA requests.
   3. Correspondence:
      1. Baton Rouge Chorus won the Ignite the Sound out of 70 submissions.
      2. Correspondence regarding Watch Parties, Louisville, and the winners of SAI – Lion’s Gate Chorus
      3. Voting has been completed for SAI’s International Board of Directors (IBOD).
2. Marketing Coordinator (Laura)
   1. HolidayPalooza Marketing
      1. Yard Signs are done. They are ready to place a week before the event. Estimated Cost $80.00 for ink and $30.00 for vinyl sticker paper. Total $110.00.
      2. Flyers were printed with special paper $14.95 Janice printed them so that chorus members could distribute them in different communities such as the Senior Center in Woburn and Winchester. The ﬂyer was made available online so that members could forward it to friends and family.
      3. Social Media: Facebook and Instagram posts 2 to 3 times a week – Laura/Tina. Chorus website – Donna has been making updates to the website.
      4. Meetup is doing very well.
      5. Patch Team - Lois, Gail, Ruth, Janice, Susie, Michele, Laura and (Donna). We are or will be in the following Patches-Arlington, Chelmsford, Lexington, Shrewsbury, Waltham, Wayland, Woburn and Worcester.
      6. Neighboring Patches will have top billing. This feature was donated by Donna & Moe ($80.00) the week of the event. The total cost for Media Marketing is $0.00! Local postings - The Boston Calendar, Boston Central, Eventbrite, VisitMA, and Wicked Local Facebook (Donna)
      7. Radio advertising- WROR and WCVB (in progress)
      8. Laura will ask Donna to send Wendy the story submitted to Chronicle (Channel 5).
   2. Future Marketing Ideas
      1. More marketing videos for membership growth - Laura asked if we can we do some recordings of other music for TikTok.
      2. Flyer canvas to local businesses downtown and other communities (members of the chorus will canvas local businesses).
      3. Chorus Flash Mob
      4. Coverage in local media (newspapers, television, radio)
      5. Connect with a charity (e.g., women’s shelters, Toys for Tots, local food banks)
      6. TikTok: Lois will send memo to chorus asking that if they do not want to be included in videos/photos on TikTok and other social media they should let us know.
      7. Get music clips of our newer, update music to create montage of chorus including singing on the risers.
      8. Donna and Laura plan to get LexMedia training so we can do our own videos.
3. Holiday Palooza 2023 (Michele)

**BUDGET:**

Planned spend of $715, at $426, haven’t bought food and related items yet.

Planned income of $4,900. At $3,209 (vendor fees and sponsorships)

**Vendors**

Got many more vendors since last meeting. Now at 19, 1-2 more possible.

***Need help during load in on Friday and Saturday***

**Sponsorships/Donations**

* Currently have raised $1,225 in vendor table fees and $1,984 in donations (F&F, Biz). $3,209. Planned was $4k. Have closed sponsorships so we can get the program finalized.
* Michele questioned the lack of fundraising from many members and the reason why. Susan mentioned that checks and Venmo don’t work for everyone. It’s also possible that people don’t like asking others for money or that people never responded to them. Michele will coordinate a survey regarding how to improve member involvement.
* Janice will create a board with the business cards we have collected.

**Performance Prep / Performance**

* Need to check with Music Staff, how is it going?
* Reminder to go to Music Staff – work out with your people when they will stay on the risers and mouth the words / muddle through the choreo vs exit the risers.
* We can offer to sing songs that people need to pass 15 minutes before rehearsal starts if we can get all 4 parts available. (need to check w Joyce, she is usually there)
* What shall we do with the new people who are nervous about choreography?
* Makeup: Mascara, eyeliner, eyeshadow and primer, chorus lipstick (keep it hand) and blush and your own foundation (the chorus stuff)
* We need a microphone, mic stand and amp.

**Marketing**

* Help chorus understand how to share the FB Event (Donna / Laura to give content to Susan for distribution).
* PATCH: Ruth, Suzy, Gail, Michele, Janice, and Lois posted to Patch. Tina maybe for Belmont. And Donna is doing a paid version (donating the cost)
* **Flyers – Janice to bring to next rehearsal.**
* **Sample email with flyer to send to chorus (Donna/Laura)**
* Boston Central – Donna is almost done with this.
* Also on: Wicked Local FB, the Boston Calendar, Wicked Local Lexington, Visit MA.com. Waiting to hear back from WBUR, Lexmedia and Chronicle.
* Signs are DONE and can go up in Lexington town center Sunday, 26th (Michele to post).
* Remaining signs. One for KOC property. Michele to take one. Marian and Tina have one more.
* Flyers given to Courtney - has agreed to post on the door of KOC hall and give to Dance Studio and Karate studio

**Raffle Baskets**

* 5 baskets + Lottery ticket board
* Peg to create collection boxes for the tickets.
* Peg collecting list of items from each basket maker, will print and place with the basket.
* ***Need physical tickets for raffles -*** We can check with Monika to see if they are in the materials turned over to her.
* ***Cash boxes*** – Cash boxes were located - Susan Kapur and Wendy have them.
* ***Need to organize volunteers. Maybe we can use Kay’s schedule from Food (see below) to assign people.***

**Food**

* Janice is seeking donations of cider and donuts and snowmen sugar cookies from Wilson’s again.
* Kay and Maureen Dalton to organize, will get savory snacks and waters. Laura is donating the coffee.
* Hot cocoa – we have from last year.
* Wendy will bring two coffee urns and Laura will bring one coffee urn.
* Kay is making a master schedule.
* Will take lunch orders for vendors and BSC from Alexander’s (they will deliver).

**KOC Hall**

* Need to set up and test the projector on Friday (Laura has already committed to coming on Friday)
* Will hopefully be able to set up risers on Tuesday rehearsal before Palooza and leave them (against back wall) so they don’t interfere with loading in the vendors.
* Minimal decorations – counting on our colorful costumes to be the ‘decoration.’

1. Financial Coordinator (Marian)
   1. $1,844.92 in checking account, $18,519.77 in Money Market account.  There is also $732.26 in the Venmo account: $137.24 for dues, $223.28 from show vendors, $351.28 in show donations, and $20.46 Misc; a transfer of the dues and show income to the checking account will be arranged with Joyce.
   2. Membership jobs update
      1. Jill and Suzy have taken some jobs on.
2. Membership Coordinator (Michele)
   1. Prospective members update
      1. Mahela passed her audition. Hazel is going to audition in Michele’s car as there won’t be any space available in the hall prior to rehearsal. We don’t have anyone else in the pipeline.
      2. How do we do on search engines? How can we add ticklers to improve search results to point to BSC?
   2. Membership jobs update
      1. Jill and Suzy have taken some jobs on.
3. Performance Coordinator (Maureen)
   1. Upcoming performances
      1. December 15th (Waltham Senior Center) and 18th (Woburn Senior Center)
      2. Donna got an okay for the Achor tree lighting on December 7th. We will ask the chorus how many people can attend.
      3. Arlington Catholic Women’s Organization is on March 6th.
      4. Waterstone – Maureen asked about a Valentine’s performance – no response yet.
   2. Costume and Makeup updates: New contest costume is close to being finalized. Can determine any needed makeup changes after that.
   3. Michele spoke to someone on Veteran’s Day who works at the Arlington Senior Center. We may get a performance from that.
4. Music (Wendy)
   1. Coaching updates/Wendy’s Calendar

November 14 - 7:45 Rehearsal upstairs in Dance Studio

December 1 - Set up for Holiday Palooza

December 2nd - Holiday Palooza

December 7 - Anchor Tree Lighting

December 15 - Holiday Performance: Waltham Sr Center

December 18 - Holiday performance: Woburn Sr Center (confirmed)

December 19 - Holiday Party

December 26 - No rehearsal

2024

January 2nd - No rehearsal

February 10 - 11 - Vickie Maybury: Saturday - 9:00am - 4:00pm, Sunday - 9:00 - 12:00

March 6 - Arlington Women’s Catholic club- TTBD

(March) Coaching with Gina- TTBD

April 13 - Di Porsch 9:00am - 4:00pm

May 9-12 - Regional Competition

2025

February 22 - 23 - Vickie Maybury

* 1. Region 1 Chorus Buddy Visits - Gina Kaiser will be back in March of 2024

1. Team Coordinator Reports
   1. Chorus Activities (Kate)
      1. Gail wants to do a holiday party – it will be on December 19th. We voted on doing an optional Secret Santa and including some holiday jokes. $15 is the dollar limit for Secret Santa.
   2. Facilities (Kate)
      1. Michele mentioned having dinner beforehand in the lounge for social purposes.
      2. Marian asked about being charged less for the ballet room as we’re renting it only for 2 hours. She will ask Janice about approaching Courtney to discuss.
   3. Standing Committees (Maureen)
      1. Nominating – no activity until later this year
      2. Standing Rules / Bylaws – Updated Addendum C was loaded to BSC website. No other activity.
   4. Website Team updates
      1. Feedback about Harmony Site platform (Laura) – Donna and Laura compared Harmony Site with Groupanizer. Harmony Site is a good platform if we’re building it from scratch, but the effort and length of time that would be needed to convert our current content makes it unfeasible, and not any more cost effective.
      2. Groupanizer Upgrade – It won’t cost us anything to upgrade, It would look more professional, and will give us a newer and different look, but the content would still be the same. The site will be down for a couple of days while the upgrade is completed by Groupanizer. Groupanizer costs us $409.35 a year.
      3. Michele recommended we use a shorter URL.
   5. Fundraising activities updates (Lois)
      1. Michele mentioned chorus members going out to dinner one night at one of the restaurants that give back. Peg Deery has submitted an application to American Flatbread in Somerville which would provide an opportunity to do this/
      2. Earlier today Lois sent a summary of activity on the various fundraising activities to the Management Team members. Lois will send a followup email asking for feedback on some of the activities.
2. Next Meeting: Monday, Dec 11, 2023

Future Zoom Meetings Tentative Schedule:

2024: Jan 15, Feb 12, Mar 11, Apr 15, May 20