Management Team Meeting Notes 12-11-2023

Present: Michele Bokun, Maureen Dalton, Lois Jensen, Marian McDermott, Susan Milliken, Wendy Pachter

Guests: Donna Doherty, Laura Murray Not present: Kate Romaine

1. Secretary (Susan M)
   1. Review of prior Management Team (MT) Meeting notes ~~(~~no corrections or clarifications)
   2. Any LOA Requests: Tina Lim for six months
   3. Resignation from Management Team/Filling Marketing Team Coordinator position: Tina resigned from the MT. We nominated Laura as the new Marketing Team Coordinator, and she was voted in by the MT to fill the remainder of Tina’s term (through April 2025).
   4. Correspondence:
      1. Winter Whatchamacallit - Regional Meeting in Amherst, MA / Westborough, MA
      2. Winner of SAI’s Watch Party Micro-Contest was from our region - Valley Chords Chorus
      3. 2025 and 2026 International Contests will be in Columbus, OH
2. Marketing (Laura)

**HolidayPalooza**

* Made video of the show for the chorus
* Made video for the vendors.
* Made slide show for HolidayPalooza

**Social Media (Laura and Donna)**

* Facebook and Instagram posts 2 to 3 times a week. Laura needs help from Tina to get onto Instagram.
* Chorus website Donna has been working on this and is updating content.
* Instagram – Laura needs to get access to our account.
* TikTok: will start this in January.
* Meetup (Michele): We need more chorus members to say they’re coming on Meetup.

**Advertising**

* **Patch Team - Lois, Gail, Ruth, Janice, Susie, Michele, Laura and (Donna**): We are in the following Patches: Arlington, Chelmsford, Lexington, Shrewsbury, Waltham, Wayland, Woburn, and Worcester. We would like to use this team to continue posting in areas that they live in for membership drives and future shows. We will provide the material that will be posted. Donna mentioned that you can keep an ad in the Patch for free for 3 weeks, and it goes out to a very wide audience. We can put a link to our website in The Patch.
* **Local postings:** The Boston Calendar, Boston Central, Eventbright, VisitMA, and Wicked Local Facebook (Donna)
* **Radio advertising:** WROR and WCVB (in progress)
* **GIGSalad –** Donna received a lead for a performance for a corporate event in May 2024
* **Some HolidayPalooza attendees saw our event on Boston Central.**

**Future Marketing Ideas**

* More marketing videos for membership growth
* Flyer to canvas local businesses downtown and other communities (members of the chorus will canvas local businesses}
* Chorus Flash Mob
* Coverage in local media (newspapers, television, radio)
* Connect with a charity: e.g. Women’s Shelters, Toys for Tots, Local Food Banks.
* TikTok

**Other**

* Website: Donna and Laura will contact the Groupanizer web designer to update the site in January 2024.
  + Site will be down < 24 hours
  + We are hoping to put a Donate button on our website.
  + Public site will reflect updates; Member’s site will be unchanged.
* Meetup – Donna will check to determine why some members aren’t receiving the email reminders.
* Zazzle: Will start to push ads on Facebook. We have about $109.00 on the site. Laura will have the check cut at the end of December. It will be sent to Joyce. In January, Laura will change it to Marian to receive the checks.

1. Holiday Palooza 2023 (Michele)

**Preliminary review of HolidayPalooza 2023**

* Prior to this meeting, Michele distributed a summary of the 2023 Show Budget versus Actuals, with a comparison to last year’s numbers.
* Overall, the event was a success. The changes made from last year increased our income and made the event go smoother. The Show Team will be asked for additional feedback to help improve our next event.
* Suggestion was made next time to determine the number of people who attended (for example by numbered tickets or by numbered programs given out).

**Income:**

Vendor Rentals:

* We maximized the hall space by creating 2 sizes of vendor space.
* Determined the maximum we can host is 12 large spaces and 9 small spaces.
* We kept the small space fee at $50 (last year’s rate) & raised the large space to $75.
* We will be polling the vendors to get their input.
* Need to confirm but my records indicate that the rental fees totaled $1325 which is an increase of $325 from last year.

Sponsorships:

* We created two forms of sponsorships this year: a business form and a friends and family form.
* The friends and family form included familiar options like “future barber shoppers” & “critter chorus” which made fundraising easier.
* A “thank you to our sponsors” video was created (thank you, Laura!) & played during the event. This was an inexpensive “perk” for donations.
* A business card sponsorship was added as an inexpensive way to support.
* The amount raised needs to be confirmed by Michele and Marian.

Day of Event Income:

* Refreshments - we added coffee and salty snacks. We increased prices. Total = $329.12 which is $88.12 more than last year.
* Raffle baskets - changed the location of the basket table which made it more prominent. Total = $848.62 which is $559.62 more than last year.
* Donations - Only raised $67.97 (last year we raised $265). I think there’s a couple of reasons why the decrease. We didn’t have cute children passing the donation containers around. The raffle baskets and cutting boards (see next) also drew away from straight donations.
* Kay garnered a donation of cutting boards which we sold for a total of $133.94.
* Total day of event income = $ 1379.65 (last year was $951)

**Expenses**:

* Our budget for expenses was $685.
* Our actual expenses were only $501.
* We kept our expenses low by repurposing what we already had.

1. Music (Wendy)
   1. Coaching updates/Wendy’s Calendar

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

February 17 - Winter “Whatchamacallit” - 9:00am

March 6 - Arlington Women’s Catholic Club - 7:00 - 8:00pm

(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. Retreat prep and coordination: Lois asked Mehala Vaidhyanathan to coordinate this event.
  2. Making Music Purchases for BSC: SAI needs a contact for the purchases we make. Wendy will call SAI to clarify what they need. Marian will need to know too.

1. Performance Coordinator (Maureen)
   1. Upcoming performances:
      1. Waltham 12/15/23
      2. Woburn 12/18/23
      3. Arlington Women’s Catholic Club 3/6/24

Maureen contacted The Waterstone but hasn’t heard back.

* 1. Costume and Makeup updates: Joyce will bring in swatches of color to be matched, and some suggested top designs.

1. Financial Coordinator (Marian)
   1. Reports review – Financial Report, Uncleared Transactions, Category Transaction: November 2023:
      1. Total income was $3,892.69, including dues, show income, sponsorships, donations, makeup/costume income and miscellaneous income.
      2. Total expenses were $1,270, including international dues, regional assessment, director expenses,
   2. Venmo Fees Discussion (see Marian’s 12/4 email)**:** Venmo increased their fees for purchases $75 and below. We may need to change our fee policy. Zelle is another option that is free (interbank transfer). We can continue to use Venmo, but we’d have to charge a fee for it. Marian will talk to people who pay their dues on Venmo month-to-month to see if they would like to use Zelle. Whatever we decide, there is no need to change Addendum C in our Standing Rules.
2. Membership Coordinator (Michele)
   1. Prospective members update: New people are taking responsibility and learning new jobs. Everyone seems to be doing their part.
   2. BSC Pins (Michele)
      1. Current inventory of 11 ½” pins, and 13 1” pins (we’re charging $17.00). We’re not going to be replenishing the 1/2’ ones.
      2. Erin confirmed on 12/2 that she had included 15 of the 1” (large) pins in the Marketing box turned over to Monika
      3. Time to reorder? Not yet
   3. Laura will set up a Marketing meeting after the new year focusing on ways to get more membership for contest. Michele will send Laura a list of Membership Team members to be included in this meeting.
   4. Audition song: We need a new audition song. Michele had suggested using a simpler song for auditions for new members, which we did for our latest group of newbies.
3. Team Coordinator Reports
   1. Chorus Activities: Gail Grossman will spearhead the holiday party on 12/19.
   2. Facilities: no updates
   3. Standing Committees (Maureen)
      1. Nominating – no activity until later this year
      2. Standing Rules / Bylaws – no activity to report
   4. Website Team updates (Laura) – see updates in Marketing section above.
   5. Fundraising activities updates: We have submitted applications to American Flatbread and Wilson’s Farm, and sought performances. Lois sent the worksheet tracking fundraising ideas and updates to Laura so she can review it with the Marketing Team and come up with additional ideas and strategies.
   6. Decide responsibility for chorus gifts, flowers, etc. Lois will ask the Chorus Activities Chair to handle this in the future. Lois will also update the related Job Description. This would be a good opportunity to get newer members involved~~.~~
   7. LOAs: The MT voted to make an exception to Standing Rule III.E.2. by allowing Lois to continue on the MT and as Team Coordinator as she participates remotely while in FL on LOA. Kate will continue in her position as well; her current term is up at the end of April 2024.
4. Next Meeting: Monday, Jan 15, 2024

Future Zoom Meetings Tentative Schedule:

2024: Feb 12 (change to Feb 19), Mar 11, Apr 15, May 20