Management Team Meeting Notes 1-15-2024

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

Guest: Janice Motollo

Not present: Kate Romain

Not Present:

1. Secretary (Susan M)
   1. Review of prior MT Meeting notes no corrections or clarifications needed
   2. Monika is on LOA
   3. Correspondence
      1. The Pitch Pipe was distributed.
      2. The final schedule for Winter Whatchamacallit was posted to the Region 1 website.
      3. The "Ready. Set. Recruit!" Micro-Contest is part of the Ignite the Sound Membership Initiative. The winning chorus will receive $1,000 and be chosen by a random drawing in March 2024.
   4. The Overtone Visionaries Report was distributed, which is a donor report.
2. Holiday Palooza (Janice, Michele)
   1. 2023 Recap updates:
      1. Janice received 3 responses from vendors regarding their opinion of Holiday Palooza 2023
      2. We made $6,526.65 in donations - $500 in expenses = netted $6,026.65 We made almost twice as much as last year.
      3. For next year, should we ask for $10 donations to get more people to donate?
      4. Laura will try to animate the animals for the Critter Chorus, which was recommended by Wendy.
      5. Janice spoke about bringing other types of songs and costumes into the Holiday Palooza like we did with travel this year.
      6. Other thoughts were having different types of holiday breads and having chorus members bake and decorate the breads.
   2. Next year: For 2024, we will have it on the first Saturday of the month (December 7), have cider donuts, hot cider, and coffee. We probably won’t have savory snacks. Hopefully invite other groups like Soundbites to sing and hopefully they can bring in more people.
3. Music (Wendy)
   1. Coaching updates/Wendy’s Calendar

**2024**

January 2nd - No rehearsal

January 27 - Soundbites Show - 6:45

January 30 - Deadline for 1st recording of Ballad

February 10 - 11 - Vickie Maybury: Saturday - 9:00am - early evening, Sunday - 9:00 - 12:00

February 16 - Waltham Sr. Center- 12:45

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

February 20 - Deadline for 1st recording of Uptune

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

March 9 - Deadline for second recording of both contest songs

(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 (Mehela)
     1. Vicky will stay at Wendy’s.
     2. Picking up Vicky at the airport (Ginny?)
     3. Friday night coaching will be at Wendy’s for the two chorus quartets.
  2. Music Purchases – SAI needs a contact for the purchases we make. Wendy will contact SAI to clarity what they need. Marian will need to know as well.
  3. At rehearsal, everyone should come early so we’re ready to warm up at 7:00 PM. Wendy will give a 5-minute warning so that everyone can wrap up their conversations and be ready in time.
  4. Birthday donations: Wendy will add on her Facebook page a way to make donations to the chorus. We can use the link [Bostonskylinesai@outlook.com](mailto:Bostonskylinesai@outlook.com) to make these donations via Zelle. Marian will receive the information about the amount and who is making the donation. For donations via Venmo the link is @bostonskylinechorus. Each payment method provides a place to denote what the donation is for.

1. Performance Coordinator (Maureen)
   1. Upcoming performances
      1. January 27 - Soundbites Show – 6:15 PM Call Time
      2. February 16 - Waltham Sr. Center – 12:45 PM Call Time
      3. Arlington Women’s Catholic Club 7:00 – 8:00 PM No Call Time Yet. It’s close to St. Patrick’s Day so maybe a small group can sing “Danny Boy”. We can wear the flowered scarves that we wore in Lynnfield.
   2. Performance payments – Waltham paid us in December. Marian received the Woburn check.
   3. Costume and Makeup updates: Joyce is going to bring some sample swatches of the blue color to match, and samples of tunics. Nothing on makeup yet.
2. Financial Coordinator (Marian)
   1. Reports review – Financial Report, Category Transaction, Other: Marian moved some money from the checking to savings account. Two members are 2 months late and two members are 1 month late.
   2. Donation – There was a large donation that came in after the show from Janice’s brother. There is $1844.52 in the Angel fund. Michele proposed we take $250 of that donation and deposited it to the Angel Fund. The Management Team agreed to that proposal,
   3. Venmo Fees Follow-up – Marian will be following up with the six members who have been using Venmo to pay their dues.  She has been in contact with two specifically but have not heard back from one and the other has not been able to utilize Zelle (yet anyway).
   4. There is around $500 in the Venmo account; Marian will ask Joyce to transfer applicable funds before the end of the month.
3. Membership Coordinator (Michele)
   1. Prospective members update: no one has reached out in the last couple of weeks.
   2. Michelle will have a membership meeting soon.
   3. Michele has asked the Big Sisters to check with their people to see who is planning to compete.
4. Marketing (Laura)
   1. Next marketing meeting (Membership Team members to be included) on Sunday January 21st at 7:00 pm

**HolidayPalooza**

* Made Birthday videos
* Made Flyer for Facebook
* Made Holiday Videos for Facebook

**Social Media (Laura and Donna)**

* **Facebook and Instagram** posts 2 to 3 times a week.
* **Chorus Website** Donna has been working on this. Updating content
* **TikTok** Laura will not work on it this January. She will investigate TikTok further.
* **Meetup** (Michele)

**Advertising**

* **Patch Team**- Lois, Gail, Ruth, Janice, Suzy, Michele, Laura and (Donna) We are in the following Patches in 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 would be posted.
* **Local postings** - The Boston Calendar, Boston Central, Eventbright, VisitMA, and Wicked Local Facebook (Donna)
* **Radio advertising** 
  + **WROR and WCVB** (in progress

**Future Marketing Ideas**

* More marketing videos for membership growth
* Flyer canvas to local business downtown and other communities (members of the chorus will canvas local business)
* 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 – Laura is tabling this for now as there are concerns about how it might be used/abused

**Other**

* **Tags & Swipes** article submitted by Susan M
* **Chorus Website** - Donna and Laura will contact the web designer to update the site
* **Zazzle** - will start to push ads on Facebook. We have about $109.00 in 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 start receiving the checks.

1. Team Coordinator Reports
   1. Chorus Activities – no updates
   2. Facilities – no updates
   3. Standing Committees
      1. Nominating – no activity until later this year
      2. Standing Rules / Bylaws – no activity to report
   4. Website Team updates
      1. Groupanizer update
         1. New BSC logo has been added to our website.
         2. Pics of our newer members were added by Laura.
         3. Donna has been cleaning up the website in preparation for the upgrade. Donna will ask Laura, Maureen, Lois, and Susan M to help clean up specific sections.
         4. Once the cleanup is done, the upgrade can happen in February or March.
      2. Meetup
         1. Michele will follow up with Donna as to why some members aren’t receiving email reminders.
         2. Laura will send the “pyramid” shot of the chorus members to Michele to post on Meetup.
         3. We need someone to research how Meetup works and what else we could be doing with it. Maybe Suzy Caro?
   5. Fundraising activities updates – to be discussed by Marketing Team when they meet.
   6. Chorus Activities updates – Job Description rewritten, reviewed with Gail Grossman; and updated on our BSC website.
2. Next Meeting: Monday, Feb 19, 2024

Future Zoom Meetings Tentative Schedule:

2024: Feb 19 (changed from Feb 12), Mar 11, Apr 15, May 20