**Management Team Meeting Notes 3-11-2024**

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

1. Secretary (Susan M)
   1. Review of prior MT Meeting notes – accepted. Meetings will be recorded to assist the Secretary in producing meeting notes.
   2. Any LOA Requests – no LOA requests
   3. Correspondence –
      1. SAI sent out a 2024 Education Offerings Survey
      2. SAI sent an ad for donations honoring a Sweet Adeline
      3. Applications for Music Educator of the Year were distributed.
      4. The Quartet Note newsletter came out.
2. Membership Coordinator (Michele)
   1. Prospective members update – Prospective member coming soon – Caroline Margiotta
   2. Newbies Orientation meeting (March 9) It was helpful to the newbies as well as Mehala (who has competed before)
   3. Other – Michele wonders why Meetup doesn’t send out emails and reminders. Some people get them. Laura removed herself as a member of Boston Skyline Chorus, and then added herself back in, and now she gets emails and calendar reminders.
3. Marketing Coordinator (Laura)
   1. Marketing report
      1. Social Media (Laura and Donna)
         1. Facebook and Instagram - posts 2 to 3 times a week. Instagram is up and running. Instagram has a new account. Laura will send Susan the QR code to Instagram and Susan will send it out to the chorus.
         2. Threads - Laura will be setting up an account to post our content.
         3. TikTok - is on the back burner for now.
         4. Meetup (Michele) - Donna added new pictures to the site.
      2. Advertising
         1. Patch Team - Lois, Gail, Ruth, Janice, Suzy, 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 would be posted.
         2. Local postings - The Boston Calendar, Boston Central, Eventbrite, VisitMA, and Wicked Local Facebook (Donna)
         3. Radio advertising
         4. WROR and WCVB - in progress
      3. Future Marketing Ideas
         1. More marketing videos for membership growth
         2. Flyer canvas to local business downtown and other communities (members of the chorus will canvas local business). Laura and Susan will design a new flyer.
         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
      4. Marketing and Membership Meeting
         1. Make new flyers.
         2. Members to canvas Lexington and other surrounding town businesses (flyers)
         3. Sing on the Lexington Green
         4. Shorten the http:/bostonskylinechorus.org.for marketing purposes only (Michele)
         5. Business Cards (use existing before getting new cards) and postcards (checking into cost). Michele will pick up the remaining business cards from Tina.
      5. Other business
         1. Friends and Family Night Flyer for 4/30/2024.
         2. New Design for Zazzle (designs were sent to Management Team members via email). Michele suggested asking the Region 1 Marketing Coordinator, LaLa Carey ([marketing@sai-region1.org](mailto:marketing@sai-region1.org)) if we can share this new product with other choruses.
4. Financial Coordinator (Marian)
   1. Reports review – Financial Report, Category Transaction, Other
      1. Current balances: Checking account at Citizens Bank $2018.11, Angel Fund reserve balance $2,094.52. Venmo balance $230.36 (comprised of All Events Registration $209.90 + Misc $20.40), Money Market $22,523.16. Total: $22,677.11
      2. Three members are in arrears, one member is 1 month in arrears. Two members are more than one month but are not performing in contest.
   2. Set up separate telephone number for use with Venmo/electronic accounts? Joyce requested getting rid of Venmo on her phone, but Marian had trouble setting up an extra personal account. Regarding using an extra phone, it would cost a lot to keep one for Venmo only. PayPal is another option as well as Zelle. Marian will further research options over the next 2-3 months.
   3. Donations: Kate donated back to the chorus - $72.80. Wendy’s birthday donation still has not come in.
5. Performance Coordinator (Maureen)
   1. Michele recommended contacting LexFUN! at the Lexington Field House about performing for marketing purposes only (not paid). They are hosting an event on April 20, but it might not be possible to perform as we have rehearsal the next day. Maureen will contact LexFUN! to check if there could be a performance opportunity at some other time in the future.
   2. Upcoming performances
      1. Memorial Day – If we have enough people for a performance on May 27, Maureen will contact those in charge of the Arlington Memorial Day.
      2. Waterstone – Maureen is in contact with Susan Dearborn. She will be looking into a performance for June.
   3. Costume and Makeup updates (get updates from Joyce).
      1. Costume check scheduled March 12.
         1. Pink flowered scarves – we paid for the pink scarves for longer-term members, but the new people got them free. If any longer-term member needs this scarf, they’ll be charged $10.
      2. Discuss/decide on new makeup proposal.
         1. Questions about makeup – (Marian set up a BSC nonprofit account for Amazon). Longer-term members are only required to buy the lipstick and blush. New members will have to buy both and all of the other makeup. We decided not to subsidize the cost for the new members and let them ask if they need help from the Angel Fund. The vote was unanimous.
   4. Maureen will send an invitation to Friends and Family Night to the Arlington Catholic Women’s Group
6. Music (Wendy)
   1. Coaching updates/Wendy’s Calendar.

**2024**

March

April 9 - Deadline for second recording of both contest songs  
April 13 – Di Porsch 9:00am – 4:00pm

April 16 - Annual elections  
April 23 - Hall Unavailable  
April 30 - Friends and Family Night  
May 9-12 - Regional Competition   
May 27 - Pending Memorial Day gig  
October 1 - Britt-Helene Coaching  
September 20 - 22- Regional Weekend  
  
**2025**  
Feb. 28th March - 2nd - Vickie Mayberry, Retreat

**2026**  
February 6-8 - Vickie Mayberry, Retreat

* 1. Update on riser assist bars – we are still waiting on this. We might need another assist bar for Grace as she cannot stand on the risers. Michele will have a conversation with her if she joins. Suzy might need one too. As of now, we will order two.
  2. Wendy is waiting on a Doodle poll to see what time on Sunday we can rehearse before Friends and Family.
  3. Jill and Sam are new to the Music Team. This will be announced next Tuesday.
  4. Wendy will make a video for putting together the risers.

1. Contest – Administrative Prep (Lois)
   1. Registration – Chorus was registered for contest on Feb 28. All competitors have hotel reservations.
   2. NAR#1 Second Mailing is expected March 26
   3. Competition Booklet update – we need the costume and makeup updates, schedule, and article from Wendy.
   4. Rehearsal room reservation needs to be booked. Mehala can reserve this when she arranges for Sat night dinner and room.
   5. Saturday Dinner – Mehala
   6. Photo Orders - Hazel
   7. Table – We need two people to man the table at contest. Wendy knows people she could ask. Michele suggested trying to sell our black and gold costumes at the table or taking out an ad in Tags & Swipes.
   8. Lois will prepare the alphabetical list of competing members to be turned in on May 11.
2. Team Coordinator Reports
   1. Chorus Activities – no updates.
   2. Facilities – KOC rental rates will be going up next year. It will be $90/hour this year and will be going up to $100/hour for next year.
   3. Standing Committees (Maureen)
      1. Nominating – search for candidates for Secretary and Performance Coordinator. Annual Elections April 16. Installation will be on May 21.
      2. Standing Rules / Bylaws – no activity
   4. Website Team updates (Laura)
      1. Groupanizer update – will be delayed until after contest.
      2. Meetup – Donna put up a new picture.
   5. Fundraising activities updates, including Vendor Table at Contest (cost $125)
      1. For our Harmony Bazaar table at contest, we can sell purses, jewelry, possibly umbrellas, and advertise our black and gold costumes. The MT voted to have a table if we can find two people to man the table and pay the $125.
      2. We received over $200 for shopping at Wilson Farms.
      3. Advertising our old costumes in Tags & Swipes – Susan will find out how much an ad will cost in T&S.
      4. American Flatbread/Bowling – Peg submitted the application in Jan; it will take a few months to hear.
   6. Region 1 Sponsorship campaign update (Lois) – Susan sent it on to the chorus and hopefully some sponsorships will come in.
   7. Chorus History albums – bring for Membership Appreciation Night on June 11th.
   8. Schedule Fundraising Idea from Ellie (jewelry from Red Painted Nails, Osterville, going out of business). Lois will ask Ellie to bring in examples and/or pictures of the jewelry.
3. Next Meeting: Monday, Apr 15, 2024

Future Zoom Meetings Tentative 2024 Schedule: Apr 15, May 20