**Management Team Meeting Minutes 4-15-2024**

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

1. Secretary (Susan M)
   1. Review of prior MT Meeting notes - accepted.
   2. Any LOA Requests – no LOA requests
   3. Correspondence:
      1. The March 2024 Whole Note Newsletter was sent out
      2. Enter the "Chords in Your Community" Micro-contest email was distributed.
      3. The Pitch Pipe was distributed.
      4. Rising Star Quartet Contest - Now Accepting Entries was sent out to encourage more quartets to join.
2. Performance Coordinator (Maureen)
   1. Upcoming performances
3. May 27th, Memorial Day, at Arlington Town Hall. Maureen will send the contract to Philip McGovern, Director of Veterans Services, in the next couple of weeks. He has already confirmed the time (9:00 am) and the songs.
4. Waterstone. Maureen has the name of the new contact. She will be contacted after contest with the idea of a performance in June.
5. Lynn Forest’s community. Lynn mentioned the possibility of a performance there and will send Maureen the contact information. Barbara Duhamel (former LBC) is also a resident there.
   1. Costume and Makeup updates
   2. Blue tops — all have been approved.
   3. Earrings — we have enough for everyone who doesn’t already have a pair.
   4. Shoes — all but one member are all set with their shoes.
   5. Make-up — Joyce has make-up for both new and older members, has put together packets, and is distributing the packets upon payment.
   6. Joyce has also updated the make-up instructions for this year's Contest booklet.
6. Music (Wendy)
   1. Coaching updates/Wendy’s Calendar

**2024 updated April 2024**

April 16 - Annual elections

April 23 - 7:30 to 9:30 PM, Rehearsal in Ballet studio

April 30 - Friends and Family Night

May 9-12 - Regional Competition

May 10 - Pending 7:30 rehearsal in Springfield.

May 14 - No Rehearsal

May 27 - Memorial Day gig

September 10 - Wendy away

September 17 - Wendy away

October 1 - Britt-Helene Coaching

September 20 - 22- Regional Weekend

**2025**

Feb. 28th March - 2nd - Vickie Mayberry, Retreat

April 5 or 6 - Pending - Di Porsch- 1 day coaching

May 8-11 - Regional Competition

**2026**

February 6 - 8 - Vickie Mayberry, Retreat

* 1. Update on riser assist bars: They are being rewelded to accommodate our risers. We won’t know if they’ll fit Region 1’s risers until we get to Springfield.
  2. Region1 Tag Challenge – BSC recorded the tag of “Why We Sing” and posted it on Region 1 Members website. We challenged Northern Voices A Cappella Chorus.
  3. We will have cookies and water for Friends & Family Night. Wendy will bring the water.

1. Contest – Administrative Prep
   1. Competition Booklet update: Lois will send it out this Wednesday. We may have to add the location for Friday night rehearsal.
   2. Rehearsal room reservation: Friday night. - Mehala is waiting to hear from Steve Keegan on the location.
   3. Saturday Dinner – Mehala will announce details and start collecting payments
   4. Photo Orders – Hazel has been collecting orders and payments.
   5. Tag Party suggestion on Contest Weekend - It was recommended not to be done at contest weekend, but maybe at a later date (pool party, retreat or something else). Lois will talk to Mehala about it.
2. Marketing Coordinator (Laura)

Marketing Report

**Social Media**

1. **Facebook and Instagram:**  Posts 2 to 3 times a week. Instagram is up and running
2. **Threads**: Laura decided not to pursue this one.
3. **TikTok:** We have several videos posted
4. **Meetup** (Michele): Donna added new pictures to the site

**Advertising**

1. **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 would be posted.
2. **Local postings** - The Boston Calendar, Boston Central, Eventbrite, VisitMA, and Wicked Local Facebook (Donna)
3. **Radio advertising:** WROR and WCVB (in progress)

**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)
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. Marian mentioned the 250th anniversary of Patriot’s Day next year, and countdown has already begun. Marian will send Laura and Michele a LEX250 link about it in case we could sign up for singing at it.

**Marketing and Membership Meeting**

1. Make new flyers.
2. Members to canvas Lexington and other surrounding town businesses (flyers)
3. Sing on the Lexington Center. Michele suggested Hastings Park.
4. Shorten the http:/bostonskylinechorus.org.for marketing purposes only (Michele)
5. Business Cards. Donna and Laura will design a new business card for approval of the MT. We will use up any remaining business cards first.

**Other business**

1. Friends and Family Night Flyer - 4/30/24 - We will have 50 printed up, and include a coupon to Alexander’s Pizza.
2. Made 50 flyers distributed all of them. Laura and Lois took 12 flyers to business in Lexington Center.
3. Susan is making the program for Friends and Family Night
4. Wendy suggested putting a coupon from Alexander’s Pizza in the FFN program. I have been in touch with the owner. Laura is meeting with him tomorrow to work out the details. Laura will present it as a donation.
5. Susan is working on the last Tags and Swipes article. July will be the last one published (deadline to submit is June 30).
6. Susan is also working on the New Regional Newsletter (April 26 deadline). Pictures will include coaching session with Diane Porsch, and our first-time competitors.
7. Membership Coordinator (Michele)
8. Prospective members update: We decided not to encourage people to come until after contest. Michele will write something on Meetup about coming to Friends & Family.
9. Discuss COVID Protocols: We haven’t reviewed and updated the protocols currently in place.
   1. Management team agreed to remove the requirement for vaccination. At this point over 90% of Americans have immunity from getting vaccinated and/or getting COVID. There are multiple treatment protocols available if someone contracts COVID. And the versions of COVID circulating are less deadly than the original strains.
      1. It will be up to personal responsibility to wear a mask if you are concerned about getting COVID. Michele will continue to inform the chorus if COVID numbers are up in the community, which would be an important indicator for wearing a mask.
      2. The management team also agreed that if a member has cold-like symptoms they should either come to chorus wearing a mask or choose not to come.
      3. Michele will write up options for what to do if someone tests positive for COVID.
10. Financial Coordinator (Marian)
    1. Reports review – Financial Report, Category Transaction, Other
       1. $2,271.52 in checking account, $2,094.52 in Angel Fund, $22,524.11 in money market account, $37.22 in Venmo account., 1 member is 1 month late and 1 member is over 2 months late, KOC hasn’t cashed three checks yet.
    2. Donations: We received $217.04 from Wilson Farms.
    3. Set up Committee Budgets 2024-2025: Lois would like to set up simplified budgets for each committee, using a format similar to the Show budget which Janice used. Each committee will be asked to track their own spending.
    4. Joyce is expected to be sending Marian the money recently collected for makeup before the end of April.
    5. Kate donated her netted escrow dues refund to the chorus. Marian thanked her by email at the time (3/4/24). Lois will thank her via DM on Facebook since we don’t know her new address.
11. Team Coordinator Reports
    1. Chorus Activities
       1. Member Appreciation/Star Performer (June 11) Changes decided: (1) Change eligibility from two years to one year. (2) You can nominate 1 or 2 for Star Award (only 1-2 awards), (3) You’re not eligible for 4 years after (instead of 5 years).
    2. Facilities: no updates.
    3. Standing Committees
       1. Nominating committee — voting to take place April 16th: Lois and Susan are running again and Mehala is running for Performance Coordinator.
       2. Standing Rules / Bylaws – no activity for another two years
    4. Website Team updates (Laura)
       1. Groupanizer update – will be delayed until after contest.
       2. Meetup – those having issues getting email notifications have not yet tried the method Laura explained last month.
    5. Fundraising activities updates: Vendor Table at Contest (cost $125) – we decided not to pursue this as we’ll all be involved in contest activities. Fall Regional. Lois hasn’t heard back from the Region yet.
    6. Region 1 Sponsorship campaign update: Nothing new to report.
    7. Chorus History albums – bring for Membership Appreciation Night in June.
    8. Schedule Fundraising Idea from Ellie (jewelry from Red Painted Nails, Osterville, going out of business). We will do it at Member Appreciation. June 11.
    9. Purpose of BSCGALS: To be used only for important messages like rehearsal cancellations and messages that need an immediate response. We should not be using it for rehearsal absences Those should be handled by emails to Gail Grossman, your Section Leader, and Wendy. Laura will be a guardian of the messaging to make sure non-emergency messages are not being posted.
12. Next Meeting: Monday, May 20, 2024 (including new and retiring MT members)

Future Zoom Meetings Tentative 2024 Schedule: to be scheduled.