**Management Team Meeting Minutes 5-20-2024**

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

1. Secretary (Susan M)
   1. Prior MT Meeting notes – Accepted
   2. Any LOA Requests: Carol Barbarossa, Dianne French
   3. Correspondence:
      1. Whole Note was distributed. Encanto was the highlighted quartet and BSC was one of the highlighted choruses.
      2. The Sweet Adeline’s International Quarter Note newsletter was distributed.
2. Music (Wendy)
   1. Contest follow up.
      1. We received a lot of compliments.
      2. Maureen heard from some in the audience that we didn’t get on the risers with purpose. Lois will write to Contest Coordinator Patti Lavernoich regarding the wires on the floor that some people tripped over.
      3. Lois will send the link to the photographer’s website to the management team.
   2. Coaching updates/Wendy’s Calendar

**2024 updated May 2024**

May 21 - Installation

May 27 - Memorial Day gig in Arlington

June 11 - Membership Appreciation Night

September 10 - Wendy away

September 17 - Wendy Away

October 1 - Britt-Helene Coaching

September 20-22 - Regional Weekend

**2025**

Feb. 28-March 2 - Vickie Mayberry Retreat

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

May 8-11 - Regional Contest

**2026**

February 6-8 - Vickie Mayberry Retreat

* 1. Update on riser assist bars – Wendy has them and will work out some possibilities with using a wood shim.
  2. We discussed suggestion for separate BSC FB group for purpose of livestreaming rehearsals privately to our members and group interactions and communications (see April 25 email from Jenny Jimenez)
     1. One concern is that people won’t come to chorus because they can watch the video.
     2. It would also be great to have all the videos in one place.
     3. It would be great for people who are sick and can’t come to rehearsal and to livestream it.
     4. Lois will send out an email to the management team for their feedback by Monday, June 10
     5. If we agree to go forward with this idea, Jenny volunteered to set it up, add members, and keep it organized. We would want to know if there are any costs involved in livestreaming and recording the rehearsals.

1. Financial Coordinator (Marian)
   1. Reports review – Financial Report, Category Transaction, Other
      1. Checking account - $766.46; Venmo Account - $62.37 (makeup $42.01 and misc. $20.06); Less Angel Fund Reserve - $1,957.50; Money Market - $20,525.37. Members 1 month late – 2; Members 2 months late – 1; more than 2 months late – 0.
      2. Wendy had some discrepancies on her hotel bill. She is working on that.
   2. Annual audit: Bob Miles will be doing our annual audit and taxes. Marian has contacted him.
   3. Committee Budgets 2024-2025:
      1. For planning purposes, Lois asked Team Coordinators to come up with a budget for their teams if they expect to incur any expenses during the 2024-2025 fiscal year.
      2. Marian will send us the Budget figures she’s been tracking.
2. Membership Coordinator (Michele)
3. Prospective members update. There are a few people Michele wants to reach out to. Tina said she was intending to return to BSC. Hopefully Tina’s friend Lizzie will come back. Michele mentioned a few places in Lexington where we could possibly sing to get our name out there. We could investigate the Lexington Chamber of Commerce.
4. Discuss COVID Protocols: Michele sent out the new protocols, and it was voted on to use option 2. We will announce it at the May 28 Tuesday rehearsal and send out the updated policy in June.
5. Marketing (Laura)

**Marketing Team** - Laura Murray, Donna Doherty, andSusan Millikan

**Social Media** (Laura and Donna)

* **Facebook and Instagram:** posts 2 to 3 times a week. Instagram is up and running.
* **TikTok**: We have several videos posted.
* **Meetup** (Michele) Donna added new pictures to the site.

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

**Future Marketing Ideas**

* More marketing videos for membership growth
* Chorus Flash Mob – on the back burner.
* Coverage in local media (newspapers, television, radio)
* Connect with a charity e.g., Women’s Shelters, Toys for Tots, Local Food Banks.
* Make new flyers.
* Members to canvas Lexington and other surrounding town businesses (flyers)
* Sing on the Lexington Green
* Shorten the http:/bostonskylinechorus.org.for marketing purposes only (Michele)
* Business Cards I still have some left. Would like to design new business cards for the future.

**Other business**

* Susan sent in the last Tags and Swipes article. June is the last one.
* Susan submitted the New Regional Newsletter, The Whole Note (Published)
* The short URL needs to be worked on before we renew our current domain name (due mid-June). Send Laura and Michele your ideas for a shortened URL name by Monday, June 3rd. Purpose is to make it easier for people to catch it on signs, flyers, etc. to look us up. You can check on GoDaddy.com if your idea(s) are available or not. Groupanizer allows us to have multiple domain names. Mehala recommended emailing Michele and Laura domain name suggestions.

UPDATE: We settled on singbsc.org

* Website - Donna is in the process of backing up the public page and would like to be finished by the end of June. We will be getting together soon to do the conversion to the site. The public site will be down for approximately 48 hrs. We are hoping to have a donate button.
* Drop Box - Donna is in the process of going through the files and saving anything of importance. Do we need to keep Drop Box? No one uses it, so we do NOT need to keep it.
* Marketing Budget - We are asking for $1,200 per year. That amount will help with flyers, signs, ink, business cards, fees for advertising if needed. Marian said that Holiday Palooza marketing materials would be a different budget than the Marketing budget; they would be under the Show budget.
* Laura checked into the Lex250 post about the Countdown calendar, but the involvement would be just to flip a calendar every morning, no singing involved, so we will not pursue this.

*Next Marketing meeting TBD*

1. Performance Coordinator (Maureen / Mehala)
   1. Scheduled performances:
      1. Only one at the moment (May 27 at 9 am at Arlington Town Hall – we will sing 4 songs; we should be there at 8:15 am). We will leave business cards and the tri-fold brochure at Arlington Town Hall.
      2. There is one future possibility at Waterstone in Lexington. I told the contact we’d be back to her for a possible performance in June. I’ll give Mehala the contact info. UPDATE: We polled the chorus to see if we are available for June 25 at 4 PM, and we are.
   2. Maureen checked with Lexington Farmers Market, and Susan M checked with Watertown Farmers Market; both turned us down.
   3. Costumes: Next action will be choosing a Holiday costume to replace our red sequined jackets. The committee has looked at some possibilities.
2. Team Coordinator Reports
   1. Chorus Activities
      1. Member Appreciation Night (June 11)
         1. Star Performer Awards
         2. Chorus History albums – Laura will bring in some of them for Member Appreciation.
      2. Summer Pool Party/Parties – to be scheduled. (August 10th or the 17th) Susan will set up a doodle poll to see what date people are available.
      3. Tag Party with Tagmaster Manoj Padki - to be scheduled at the Pool Party if he is available then.
   2. Facilities – no updates
   3. Standing Committees (Maureen)
      1. Nominating – no action on Nominating Committee or Standing Rules/By-laws until next year.
      2. Standing Rules / Bylaws – no activity
   4. Website Team updates (Laura)
      1. Groupanizer update – see Marketing.
      2. Meetup – have those having issues getting email notifications tried the method Laura explained last month? Table for another time.
   5. Management Team Installation (May 21)
   6. Fundraising activities
      1. Vendor table at Fall Regional – waiting for cost information from region. It will be in Marlborough. Lois will send another note to Beth Paul asking about a vendor table possibility and cost.
      2. Ellie – jewelry from Red Painted Nails, Osterville, going out of business (June 11). Ellie will bring in the jewelry at Member Appreciation.
      3. Laura mentioned charging businesses $52 to have their link on our website for a year. For $100, we can promote their website. For $200, we can add their name as a sponsor on the website and in programs. These expenses would be tax-deductible for the businesses. Wendy recommended that if they pay more, they can have a coupon.
      4. Mehala offered to research and write grants for BSC.
   7. Regional Management Team Survey (distributed by email on May 19). Review Annual Regional Evaluation draft of responses and send Lois your feedback by June 13. Lois drafted some responses and assigned a couple sections to specific people. The MT is welcome to give feedback on any of the questions, along with the four questions they’re assigned..
   8. Contracts Review – any changes/updates? (distributed by email on May 17) Wendy wants to make sure the members understand their responsibilities. Review Director's and Members' Contracts and send Lois your feedback for any changes by Monday, June 3. Updated Contracts will be announced an posted on our website. The current contracts are there now.
      1. Director – Lois is looking for feedback or updates. Michele recommended a raise for Wendy’s salary. Marian will review our financial picture to see if we could absorb an increase.
      2. Member – Lois is looking for feedback or updates.
3. Next Meeting: Monday, June 17, 2024

Future Zoom Meetings Tentative 2024 Schedule: July 15, August 19, September 16, October 21, November 18, December 16

Tentative 2025 Schedule: January 20, February 17, March 17, April 21, May 19