**Management Team Meeting Minutes 6-17-2024 (Start at 6:45 PM)**

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

1. Secretary (Susan M)
   1. Prior MT Meeting notes – no changes
   2. LOA Requests (Susan Kapur, Jill Connor)
      1. Current: Carol Barbarossa, Donna Doherty, Dianne French
      2. Recent Requests: Jill Connor (as of June 25), Susan Kapur
   3. Correspondence
      1. Ignite the Sound newsletter was distributed - SAI welcomed 1,782 new members, exceeding our worldwide goal of 1,750.
      2. The Spring 2024 issue of the Overtone Visionaries Report has been distributed.
      3. Region 1 Presents: ED-You-(va)Cation and Four Part Frenzy! Aug 2 - Aug 3. Music workshop in Keene, NH
2. Marketing (Laura)
   1. Marketing Team Report

**Marketing Team** - Laura Murray, Donna Doherty, Susan Millikan, Hazel Wodehouse

**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
* 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 to singbsc.org
* Business Cards I still have some left. Would like to design new business cards for the future.

**Other business**

* The shortened URL (singbsc.org) is working. This year’s prorated cost for this domain name is $7.60; annual rate is $15.00
* Website- Donna is in the process of backing up the public page. We will be getting together soon to do the conversion to the site. The site will be down for approximately 48 hrs.
* Marketing Budget - We are asking for $1,200. per year. That amount will help with Holiday Palooza, flyers, signs, ink, business cards, fees for advertising if needed.

**Next Marketing meeting TBD**

1. Performance Coordinator (Mehala)
   1. Upcoming performances Waterstone Assisted Living on June 25
   2. Costume and Makeup updates
      1. Need to decide on new winter/holiday costume to replaced red sequin jackets. Members would probably need to pay for their own tops (about $26 each) to wear with black tank tops and black pants. Target the purchase of holiday costume by early September.
      2. UPDATE: Selling of retired costumes:
         1. Red sequin jackets - current inventory and condition need to be determined before selling
         2. Gold tunic – We should poll the chorus regarding selling these since members paid at least $185 for them. Some may want to keep theirs or get some money back if they turn them in.
         3. Advertising costume sales on the Region 1 Facebook page would be free.
   3. Other: Donna granted Mehala rights to update website performance information
      1. Maureen provided detailed written instructions on how to make the updates which Mehala will follow when our next performance is secured
      2. Mehala will obtain a list of last year’s performances and contact the organizations to see if they want us to perform again.
2. Membership Coordinator (Michele)
3. Prospective members update
   1. Michele wants to clean up Meetup, flushing all current members and then starting over with our current members
   2. Laura will give Michele an updated chorus contest photo to post
   3. Michele will talk with Hazel about helping out with Meetup
4. Resignations (Tina Lim)
5. Michele wrote the updated COVID Policy which was distributed to chorus June 17.
6. Michele will reach out to Louise Melaragni about returning to chorus now that COVID policy has been updated.
7. Music (Wendy)
   1. Contest follow up:
      1. With Patti Lavernoich about wires on floor of contest stage (Lois). Patti responded that she will speak with the people at Symphony Hall about this issue.
      2. Contest photo distribution (Hazel). Payment issue with photographer resolved by Marian. Photos will be available for distribution on June 18.
   2. Coaching updates/Wendy’s Calendar

2024 updated June 2024

June 25 - Waterstone Performance

August 2 - Regional Event “Ed-You-va-Cation”, Keene NH

August 17 - Laura’s Pool Party and Potluck

September 10 - Wendy away

September 17 - Wendy Away

September 20-22 - Regional Weekend

October 1 - Britt-Helene Coaching

2025

February 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 adapting riser assist bars with wood shims: Wendy will try different size shims to see if any will work.
  2. Livestreaming on Facebook
     1. Reviewed feedback regarding suggestion for separate BSC FB group for purpose of livestreaming rehearsals and group interactions and communications (see April 25 email from Jenny Jimenez) and recap of feedback (sent June 11).
     2. Management Team decided to go forward with this suggestion as it will be helpful for people on LOA or can’t attend a rehearsal. Lois will ask Jenny to implement, along with 1-2 people to be backups. We can try this for at least a three-month period to see how it works out.
     3. Facebook keeps statistics on viewing, and the Administrator can see the stats.
  3. Research Offsite Retreat
     1. Michele and Mehala will team up with maybe 1-2 other chorus members to research venues (like camps, schools/dorms, less expensive hotels)
     2. Marian will check when when/where we’ve had offsite retreats in past years.

1. Financial Coordinator (Marian)
   1. Reports review – Financial Report, Category Transaction, Other
      1. BSC Checking at Citizens: $574.25; Less Angel Fund Reserve: $-1,957.50; Venmo Account Total: $20.36; BSC Money Market at Citizens: $20,525.90; Total: $19,163.01.
      2. Members: 29; One month late: 2; Two months late: 1; More than 2 months late: 1
   2. Annual audit update: Binder has gone to our auditor
   3. Committee Budgets 2024-2025 update – which committees expect expenses besides Marketing?
      1. Social media costs, domain
      2. Music costs, coaching, etc. – Wendy will recap last year
      3. Miscellaneous items like 1-inch BSC pins (current inventory is 13), Name Tags (Lynn wanted to donate these)
2. Team Coordinator Reports
   1. Chorus Activities
      1. Summer Pool Party/Party – scheduled August 17 at Laura’s. Laura will have a Food Signup next month.
      2. Tag Party with Tagmaster Manoj Padki – Mehala checked, and he will NOT be available for Pool Party on August 17. We can sing tags on our own though as that would be a fun activity.
   2. Facilities– KOC has been reserved for Holiday Palooza on Sat, December 7
   3. Standing Committees
      1. Nominating – Chair for 2024-2025 year: Kay Martin
      2. Standing Rules / Bylaws – Chair for 2024-2025 year TBD. Appendices B and C need revised dues amounts. The Management Team approved updates. Does not need a chorus vote as we’re correcting information in Addendum B related to the Dues Chart information in Addendum C.
   4. Website Team updates (Laura)
      1. Groupanizer update of public site – Donna is working on cleanup and then will determine cutover date.
      2. Meetup – have those having issues getting email notifications tried the method Laura explained last month?
         1. Michele wants to clean up Meetup, flushing all current members and then starting over with our current members. Michele will write up steps to sign up again with Meetup. This should clear up the email notifications issue.
         2. Laura will give Michele an updated chorus contest photo to post
         3. Michele will talk with Hazel about helping out with Meetup
   5. Fundraising activities
      1. Vendor table at Fall Regional – sent requests on March 21 and May 24. UPDATE:
         1. Beth Paul responded after our meeting that Deb Richard is in charge of vendor tables at Fall Regional.
         2. Management Team decided we will skip doing a vendor table then as we don’t have anyone to man it.
      2. Ellie – jewelry from Red Painted Nails, Osterville, going out of business (June 11). The Management Team determined we will ask Ellie to bring the jewelry to the September 10 chorus rehearsal. UPDATE: Ellie agreed.
      3. We can explore other avenues to sell items such as posting in online marketplaces.
   6. Regional Management Team Survey responses (see attached). Wendy and Michele will send additional feedback. Lois will then send out an updated version for final feedback before she enters our response online next week.
   7. Contracts (Director’s and Member’s) draft revisions sent on June 6. Discuss any further changes needed. Management Team agreed to revisions. These will be posted on our BSC website, and also emailed to the chorus members. Wendy will write a blurb asking each chorus member to respond to her that they have read and understand their responsibilities as laid out in the Member’s Contract.
3. Next Meeting: Monday, July 15, 2024

Future Zoom Meetings Tentative Schedule: July 15, Aug 19, Sep 16, Oct 21, Nov 18, Dec 16, Jan 20, Feb 17, Mar 7, Apr 21, May 19