

The Chatham Chorale

Tel: 774-212-9333 www.chathamchorale.org

Minutes of Board Meeting October 15, 2019

DRAFT

Present: Tom Philips, Joe Marchio, Kathy Olsen, Bud Ferris, Betsy Ferris, Mary Giorgio, Cindy O'Leary, Mary Jo Nabywaniec, Joe Mongelli, Lynn Herbst, Faith Little and Shelly Sequin.

Absent: Pat Antonucci, Chris Vancisin and Bill Leigh.

- 1. Meeting called to order** by President, Tom Philips at 7:04 p.m.
- 2. Clerk's Report. MOTION.** To accept September 17, 2019 report with corrections duly noted. **VOTED/APPROVED.**
- 3. Treasurer's Report.** FY20 Concerts Budget Report and FY20 Budget Report (Dated: Oct. 13) both attached. Highlights of the report included: The Brochure and appeal letter reflect us being ahead of the game by \$2400. Brochure printing came in under budget: a cost, last year of \$1700, and this year \$1200. Season ticket sales are up this year and donations are rolling in. A question under the Benefit Concert: the Chorale's net total from the Charitable contribution was \$192.50, from the total of \$385.00. Why? - The Chorale Splits the NET by half as our donation (contribution). **MOTION.** To accept the Treasurer's Report as presented. **VOTED/APPROVED.**
Bud reported that Pat Antonucci's name had been removed from our Credit Card account and replaced with Faith Little, the Chorale's Ticket Manager and Kathy Olsen, the Assistant Treasurer. Bud also mentioned that the Chorale's bank: Cape Cod 5 had sent out a notice about a TSYS (a complete payment processing center that lets you accept credit and debit cards through any internet connection – and no terminal is needed.) He will look into that. **MOTION.** To replace Pat Antonucci's name with both Faith Little's and Kathy Olsen's names on our credit card account. **VOTED/APPROVED.**
- 4. Director's Report.** Joe Marchio, the Chorale's director, reported that the Chamber Singers were "going great", and even with Diana Landau, a Soprano, having to bow out of the Pops, that group is coming along. For the Chorale's November concert all but one of the orchestra has their music, there will be organ, harpsichord and piano and we are "iffy" on a separate piece with/by the "quartett" due to a family crisis. This concert will include a short solo by Joan Kirchner and be approximately an hour and a half long.
The Board discussed the idea of having an early summer program with the Chamber Singers featuring Mendelssohn. Tom mentioned that the timing would be adventitious because it would not interfere with our Benefit Concert and Lynn added that he could get the paperwork in for the venue: St. Christopher's in Chatham.

(2)

Tom asked if there was any news on the Pop's Nantucket trip. Joe mentioned that although the particulars of the make-up of the High School singers was still an unknown, everything else would be taken care of: the trip over and back, facilities for changing, food, etc. Tom was very interested in double checking on the entire process.

Lastly, for the Art Museum Concert, Joe will put together a mix of music from concerts past and the Eldredge Library Concert will be held on either the 9th or the 16th of February, 2020.

Joe mentioned that Emily King, our long-time "champion" is now at Liberty Commons. Any cards, remembrances or drop-ins would be appreciated. Tom mentioned (to the Board members who were not in the Chorale when this occurred) that Emily had purchased both our current risers AND chairs – and has continued to be very supportive of the Chorale.

5. **Development Report.** Chatham Chorale Business Sponsorship Opportunities model is attached. Joe Mongelli, Chairman of the Development Committee, called a meeting with the group to discuss whether the thresholds of the Sponsorship levels should all be lowered from their original ones AND also should the logos at the two lower levels, that heretofore were not included on posters, be henceforth included. The Committee took into consideration the Wequasset donation as well as the dearth of Sponsorships coming in at the present levels. A decision was made to reduce the Platinum contribution by \$5000, making it \$10,000; the Gold by \$5000, making it \$5000 (up to \$9,999); the Silver by \$3000, making it \$2000 (up to \$4,999) and the Bronze by \$1000 (up to \$1,999) plus allowing both the Silver And Bronze Sponsors to be featured on our posters. (Henceforth, a date will be put on the bottom of each revised page of the various handouts that are distributed by the Committee.) **MOTION.** To accept the changes on the Business Sponsorship Opportunities handout, dated: October 15, 2019. **VOTED/APPROVED.**

Joe (Mongelli) will write a script describing this process and the potential/importance of it which will be announced/presented to the Chorale. The idea is to plant ideas in the minds of our members for now - and join it with our 50th celebration, for next year. Joe/Tom will hand out the Sponsorship Opportunities and Target list to the Chorale as well as e-mailing each member with an encouraging message for them to be a part of this process. In letters to business's we should include our Model AND encourage them to be a part of the 50th.

6. **New Business.** Venues for future concerts. Faith Little, the Chorale's Ticket Manager, suggested we discuss various Concert venues and their pros and cons. Faith reported that she had received phone calls regarding Chatham Methodist Church, and its limited accessibility for older and/or handicapped individuals. The potential attendees said that they would not be able to attend due to the difficulty in navigating the venue. Discussion among the Board members talked about the elevator that was a "single" (which therefore produced a line of people waiting to use it), lack of parking and the need of some elderly people needing help getting from their cars to their seats.
- The next venues that were discussed were the Catholic Churches. Holy Trinity has a back room for storage. Our Lady of the Cape is large with plenty of parking. But, the services (Masses) that Catholic Churches hold – Saturday afternoon at 4:00 pm – interfere with our performance schedule. Our Lady of the Cape has no storage for the risers or chairs.
- The final venues that were seriously discussed were Nauset Middle School and Brewster Baptist Church. The Director, Joe Marchio, liked Nauset MS the best of the choices we have.

(3)

It's large, large enough to fit an orchestra on-stage. Also, the acoustics are good at Nauset. Parking is adequate. The down-side is its location – in Eastham. The rest of the Board liked Nauset, as well, but did not pick it as their first choice.

St. Christopher's holds 340 people but there is a railing that obstructs a full Chorale from Standing on the altar comfortably. Chamber Singer concerts are perfect in that venue. Brewster Baptist seemed to rank as #1. Parking is terrific. It's fairly centrally located. It holds an audience of at least 325 people and the Chorale fits on its altar (sideways – if we're a full contingent). The "cons" are: the acoustics are not great. We really need people to "honor" their altar (flowers during the Holidays) – perhaps a couple of Chorale members could be responsible for this and a large orchestra would not fit on the floor in front of the Chorale.

Tom Philips posed the following: What can we do this year? And Where do we go in the future?

For this year, the idea of having an Eagle Scout use the problem of access be his Service Project was brought up. Maybe volunteer people could help audience members to and from their cars.

For next year, Tom mentioned that for our 50th joint concert we'll need a large venue. That most likely will be Nauset, given the price of other venues and the need for space on stage. Joe Mongelli mentioned that although it doesn't have a pit, he has played in an orchestra That has played on stage. (The 1st half of this concert will be Alumni and Chorale members and the 2nd half, just Chorale.)

Committee Reports:

1. **Membership.** Cindy O'Leary reported that with the 2 new Sopranos that have auditioned, the Chorale now have 25 in that section. Two more auditions will be held on Thursday: one Soprano and one Alto, one of which is the daughter of a current member. Also, another Soprano will be auditioning in October. That brings our total to date of Chorale members to 80. That is 25 fewer than 6 years ago. Tom mentioned that when we performed Mozart at Mattacheese, there were 105 on stage.

Promoting Exposure of the Chorale. Cindy suggested to Tom that the Board discuss how to make the Chorale more visible to the public. We need an over-all plan with many facets:

- Talk with Music Teachers and get them invested in what we are about
- Are they on our mailing list?
- Explain what we offer students: free tickets, scholarships, the opportunity to sing with us
- Maybe they are singing a piece that we are and it could act as a catalyst to have them come and listen to a concert or join us for that concert.

Shelly will put together an e-mail including a script composed by the Scholarship Committee with talking points and send it out to the Board Members. Members have volunteered to go to various schools and meet with the appropriate person/people to highlight the advantages of investing with us. The schools, as well as who to meet with, will be provided to the "volunteers".

(4)

4. **Tickets.** Faith reported that she was “getting the hang of it” and trying to get a better way to track ticket sales in terms of spreadsheets.

5. **Development – Grants.** Betsy noted that the Arts Foundation of Cape Cod that was to potentially help with the 50th as far as the Banner and Logo design goes, did not come through. Their answer to our request was: “You will not be invited to apply.”
On October 15th an application to the Chatham Fund for \$2000 was submitted. This grant would go towards the Ode to Music concert.
Small clubs that donate to the Chorale, i.e. the Garden Club and Women’s Club of Chatham get our Appeal Letter. Rather than grants, they give donations. Betsy will be working with Cape Cod 5 next for support for the Benefit Concert.

6. **Development – Sponsorships.** Joe Mongelli stressed that the upcoming months are very important because of companies fiscal years. We need to make our outreach within this calendar year, defining contacts before Thanksgiving and getting feedback – even if it doesn’t work. And, if it doesn’t work, follow up with a thank you letter of appreciation for consideration and how we would appreciate any feedback the company could give us.

7. **Promotion.** **Lynn Herbst**, Promotion Chairman, reported that four or five businesses did not renew their ads in this Season’s Program Booklet and The Gallery backed away from taking the back cover of the book. (The establishment is closing at the end of the year.). On a better note, Kathy (Olsen)? procured this spot from the Birdwatchers General Store.? As far as further advertisements in our book go, Raif has been beating the bushes.
Posters, cards and brochures: Having already distributed posters and cards throughout Chatham, Lynn produced 300 posters and 500 cards, first, for the Board’s circulation, and then, the Chorale’s (to be handed out at our next rehearsal.) Lynn does want to know where each member is putting these cards/posters. For the past two years Promotion has ordered 2000 brochures. This year it has had to order an additional 100. Next year the Committee will order 2200 brochures.
Once again we’ll be using our huge poster/s to accompany us to various events, i.e.: the Chamber Singers’ concert at St. Andrews, the Pops Concert, etc. and electronic posters will be sent to the school districts.
As far as advertising in the Sunday Times went, this year we did much better than last year. We saved \$800, from \$4000 to \$3200 for a total of ten ads, one of which will be placed in on Thanksgiving Day weekend. It was suggested that people give Chorale Concert tickets as Christmas presents. This could be part of this ad.

8. **Contracts.** Mary Giorgio spoke with Joe and everything is settled. Barbara Cole is all set with housing for the orchestra. There was only one request.

(5)

9. **Webmaster.** Absent.

10. **Other Business.** Tom mentioned that he has enlisted three people who will be working on the 50th Anniversary: Mim Selig, Liz Cross and Marilyn Schlansky.

Tom said that Marilyn was looking into new stoles, ones with 50th anniversary Logo on them. (Perhaps the members will purchase them themselves.)

A suggestion that the Chorale have Bumper Stickers made up was presented.

Bud has been reading all the archives/scrapbooks from the beginning. He realizes that it's very important that we date (year, also) everything AND be very consistent with dates, names, etc. He mentioned how we use to give in-house scholarships, how we did a Pop's concert for Scholarships for \$1000, renewable for 4 years and how in one of the programs there was a list of an example of a major work done each year by the Chorale.

Both Wequasett and Eastward Ho want to host some sort of 50th celebration for the Chorale.

Next meeting: Tuesday, November 19, 2019, 7 -9 pm in the meeting room downstairs at the Brewster Ladies Library.

MOTION. Motion to adjourn. 8:45 pm. **VOTED/APPROVED.**

