

Mystic Chorale, Inc.
Minutes, Board of Directors Meeting
Wednesday, September 13, 2017

Present, Board Members: Patricia Stimpson, Olivia Tappan, Cynthia Ahern, Mabel Liang, Richard L'heureux, Arlyn Roffman and Paula Tusler

Also Present: Founder and Director, Nick Page and Administrative Director, Jill Gross

Guest: Karen Grossman

Location: The Data Collaborative, 366 Mass. Ave. Suite 203, Arlington

Minutes: Cynthia Ahern, Secretary

Item	Discussion	Vote	Outcome needed
<i>Call to Order @ 6:35</i> Patricia			
<i>Mission Statement</i> Read by Olivia	“Make music a participatory experience promoting singing as an act of compassion while exploring through song the musically rich and diverse cultures that abound in this world”.		
<i>Opening Song</i> Nick	“Put One Foot in Front of the Other”		
<i>Approval of Record of votes taken by board at Retreat, July 23, 2017</i> Cecy	Arlyn moved we approve the “Record of votes taken at summer Retreat”*. Patricia seconded. Vote taken, all in favor. *See addendum below.	Approved	
<i>Discussion re: New York trip and future trips</i> Karen Grossman and Patricia	<i>(In response to a letter received from Karen Grossman to the Board of Directors, she was invited to the meeting to discuss her concerns.)</i> It was stated that participants on the recent trip to NYC had a good time, a wonderful concert and overall a very enjoyable experience but the sparse audience was a big disappointment, especially considering the investment of time and money. It was suggested that for future trips, Mystic Chorale should in some way ensure that there would be publicity done before the concert to draw in local people. This could be accomplished by partnering with another organization who could publicize the event. Nick Page also expressed his disappointment noting that there a huge competing event going on at the same time which might have drawn a potential audience away. The conversation turned to a question: does the board want to be more involved in trip planning? It seems the Mystic community wants it and there are organizations that help groups travel, connecting to other groups and helping with promotion etc. Big question is, who would take this on? It was suggested we get in touch with SANS		

	<p>to see how they manage group travel and to get a committee together to explore possibilities. This discussion led to the question of how to attract new and younger singers. Suggestions included offering more opportunities to socialize, possibly a pot luck dessert meeting before rehearsals. Board was asked to continue making the effort to greet and interact with new singers.</p>		
<p>Fall Season Reports All</p>	<p>Patricia, financials: We have 182 singers which is 53 short of the budget number. So registration is \$5,447 below budget. It is estimated the season will be \$8k - \$10k below budget. We need to evaluate whether 180 singers is the new normal for fall and spring seasons.</p> <p>Jill, Volunteer Coordinator: Reporting a strong volunteer base for the season. 45 singers (1/3 of total) signed up in the 4 days preceding first rehearsal putting a strain on volunteers at registration especially as it is very difficult to order the correct amount of material needed for each singer. It was suggested that latecomers get their music on line from the website but those people would not get a CD.</p> <p>Production: 3 great producers working to identify their individual strengths and figure out the ropes.</p> <p>Mabel, Membership: Reported a bit of confusion at first rehearsal as the buddy system was launched. Ideas were discussed to make this a smoother process including using the website to connect new singers with buddies. It was suggested that Membership come up with a plan/model and identify what it is we want from the buddy system. Singer retention is one important goal as it was reported that some singers show up for one rehearsal and never return <i>and</i> 1/4 of new members sing for one season and never return. It was proposed that new singer meeting be held on first night of rehearsal. Discussions will continue.</p> <p>Arlyn, Publicity: "Registration open" notice went into local papers plus Facebook, Yahoo group and other on-line sites. Board was asked to decide when we would want to use the Globe Grant ad. It was determined that Fall Season concert could use such a boost. Question of Town Day arose. There is value in doing it but uncertainty about who will take it on in the future.</p> <p>Paula, Fundraising: Will run the regular raffle in the fall and start the online raffle at the end of Gospel season.</p> <p>Nick, Programming: Reported we have a great band and Chris Eastburn will be coming in to direct a few songs. There were questions regarding the Donnell Patterson workshop such as, will there be publicity? Olivia and Mary Bergeron will coordinate the event to be held Saturday, October 28. Last year there were 68 participants</p>		

	<p>but we could expect more this year as he is well liked especially after his successful season with Mystic Chorale. Community members will be asked to get notice out to their other groups. It was suggested that we send out E-vites and Arlyn offered to take that on. We can accommodate a maximum of 350 singers. Fee will be \$25 collected at the door, no pre-registration. Advance registration will be offered to Fall singers at rehearsals.</p>		
<p><i>Inform Board: No Volunteer Fair, No committee charters Olivia</i></p>	<p>Noting that the Volunteer fair did not actually bring in a lot of volunteers but took a lot of work, it will not be continued. Additionally, committee chairs will not be asked to do committee charters.</p>		
<p><i>Review Retreat Report. Create Charter for Board, FY2018 Olivia</i></p>	<p>Using notes created by Kathy Eckles from the summer retreat, the three top priority goals will be turned into a charter for the board for FY 2018. Those three items are</p> <ol style="list-style-type: none"> 1. Complete website transition 2. Fill big leadership roles 3. Decide upon new concert venue. 		
<p><i>Website Update Patricia</i></p>	<p>Phase One is up and running. Next step is to train singers to go to the boxes on the homepage and select “Go to singer section” to get their questions answered, access music and relevant information. An announcement will go in to “News and Notes” about this expanded feature. A possible new section “Moments from the Season” would feature pictures of singers at rehearsals. Additional facets will be added over time.</p>		
<p><i>Possible Benefit for Hurricane Irma/Harvey Olivia</i></p>	<p>Stated that we <i>should</i> do something for hurricane victims. Ideas were considered. Have a concert following the Donnell Patterson workshop with proceeds to the hurricane fund? Collect at Fall concert? Charity Navigator website can be consulted to authenticate recipient. It was also suggested that we find children’s chorus in Houston or Miami to donate to. This will be continued. Olivia will research and present a short list of potential charities at the next board meeting.</p>		
<p><i>Update: Venue Search Richard</i></p>	<p>The search is narrowing down. Six sites have recently been visited by the committee and of those, two have been singled out as strong contenders; Cary Hall in Lexington and Lexington High School as a larger venue. Cary Hall offers many advantages including handicap accessibility, good lighting, newly refinished with good parking. Downside would be poor public transportation on weekends, divided space for “green room” and the need to hire additional people for concerts (a fireman, police detail and sound technician). Lexington High School Auditorium would be ideal for a large concert but is lacking in character and is heavily used so scheduling could present a challenge.</p>		

	<p>Additionally it too, has poor public transportation options on weekends but parking is abundant.</p> <p>The question was raised, do we want to take our gospel Concert to a suburban location and risk losing local Boston audience? Probably not.</p> <p>A late addition to the list is the Church of the Covenant at 76 Newbury Street in Boston. It offers many of the things we need and will be investigated further. Board members were encouraged to attend a concert there Nov 17.</p>		
<i>Review Proposed Meeting dates Cecy</i>	Meeting dates were reviewed and changes to original list were made.		
<i>Follies this fall Mabel</i>	Membership is trying to pull together a Follies night for members but it was decided that time is too short to organize for this season. It was suggested that a survey be sent to the community and event be rescheduled for the spring.		
<i>Meeting Adjourned</i>	Patricia moved to adjourn the meeting.		

Adjourned @ 9:10

Additional Meetings FY 2018

October 18, November 8, December 13, January 10, 2018, February 15, March 14, April 11, May 9, Annual Meeting May 22, June 13, Retreat July 29

Record of Votes taken by Mystic Chorale Board at Summer Retreat, July 23, 2017

Board Members present: Patricia Stimpson, Olivia Tappan, Cynthia Ahern, Paula Tusler, Arlyn Roffman, Richard L'heureux and Mabel Liang.

1. Patricia Stimpson moved we approve Meeting Minutes from May 10, 2017 Board meeting. Paula seconded. Vote taken, all in favor. *Approved*

2. Patricia Stimpson moved we approve Meeting Minutes from Annual Meeting May 23, 2017. Olivia Tappan seconded. Vote taken, with two abstentions (not at the meeting). *Approved*

3. Arlyn moved we budget 75 additional hours to Admin job so that person will be responsible for overseeing and administrating new website.

Paula seconded, vote taken, all in favor. *Approved*

Record by Cynthia Ahern
Secretary to the Board
July 24, 2017