

True Concord Voices and Orchestra

Minutes of Board Meeting
February 13, 2018
La Paloma Country Club

Present: David Nix, Eve Shapiro, Sabra Anderson, David Leege, Andy Watson, Nancy March, Clyde Kunz, Mary Lou Forier, Susan Markovich, Josef Knott

The meeting was called to order by Andy Watson, Chairman.

- Update: Governance Committee is putting together a slate of officers for the coming year to be proposed at our next meeting.
- Something about Ann _____ during April meeting.
- Congratulations to Eric Holton regarding Bernstein Mass performance at Centennial Hall on Sunday, _____. Concert was well attended, a joy to experience, and received warmly by the reviewers.
- Minutes were approved as corrected. Nancy March has been in attendance. Also corrections: UA presentation marking = \$16,000. In addition, the Artistic Budget was approved by consensus with \$100,000 in _____.

Marketing Report: Eve Shapiro, Mary McClurkin, Sarah Evans

- Andy Watson, Sarah Evans, and Warren Beck gave an initial project presentation to the Eller School of Management Student Consulting Project students on January 30, 2018. Our powerpoint presentation generated considerable enthusiasm and numerous questions.
- On Thursday, March 1, 2018, the student's will present a progress report to our select board members at the Eller College venue.
- On Thursday, March 29, 2018, the final project presentation will take place.
- All of these events are occurring from 2:00 - 3:15 p.m. in Eller Room 405F.
- Mary McClurkin stated that any follow-up questions will be answered in writing.
- Ideas for promoting the Emily Dickenson concerts were discussed.
- Eve Shapiro suggested that we send lists of potential ticket buyers to Mary McClurkin so the link to buying tickets could be activated.
- A list of local celebrities was submitted such as Fitzsimmons and Tyler Meyers (sp?) who might read some of Emily Dickenson's works. Other contacts might be others at the Poetry Center, English Department, and graduate departments.
- David Leege, as a Green Valley "Friend" member is suggesting a Poetry Discussion Salon there in the choir loft with composer Gerald _____ in attendance. Forty to sixty people "Friends" would be invited with an emphasis on season ticket holders.
- Other suggestions for high profile poetry "readers" were Dan Shear and Father Dan Messue.

Ticket Sales: Mary McClurkin (See Appendix I – 2 sided)

- New Project Manager Andrew Sommerville is also a data whiz and is extremely helpful during our transitions.
- Subscriptions were unchanged from last year = 526. We had hoped they would have increased. Perhaps this coming year, when the ticketing process will be less complicated, subscriptions will be a more popular option.
- Regarding Bernstein ticket numbers: 364 were sold by True Concord and 1,924 sold by Centennial.
- Several comments regarding difficulty hearing the voices, the use of mikes on performers, and the acoustics of the hall during the Mass were made.

- Eric Holtan stated our part of the proceeds is \$50,000 - very near the projected \$55,000.

Staff Update: Mary McClurkin

- Support team members changes: E.J. continues to be very generous with his time, but has been promoted to AzPM, so probably will need to leave us.
- Aformentioned project manager, Andrew Sommerville will continue to help with data migration.
- Clearview, our accounting firm, is no longer affiliated with True Concord.
- Julie Stafford resigned due to her need of a full time job with benefits. During her job search, she will continue to work with us four days/week for six hours a day.

Fund Development: Clyde Kunz (see Appendix II)

- As of December 12, 2017, we have raised 147 percent of our annual goal equaling \$240,065. Fiscal Year 2017 Year-to-Date = \$172,402. Fiscal Year 2016 Year-to-Date = \$133,628.
- Sandy O'Donnell is doing great work as a volunteer with the Fund Development Committee as a grant writer.
- Tucson Donor Party Sunday, March 18, 2018, 5:00 - 7:00 p.m., Skyline Country Club.
- Green Valley Donor Party, Monday, March 26, 2018, 4:00 p.m., Location? David Lege is "spearheading" the event.

Ticketing System Progress: Mary McClurkin

- We are comparing two dual systems: Ventana and Paper Money?? regarding cost, possible scenarios. Again, Andrew Sommerville is helping Mary McClurkin to choose a powerful enough program for the next decade.

Treasurer's Report: Warren Beck (see Appendix III, IV, V, VI)

- Dorothy Vanek's \$100,000 donation is in the Restricted Endowment Account.
- Clyde Kunz stated that another restricted gift of \$25,000 worth of stock will be donated as \$5,000/year for five years.
- Andy Watson stated we need to factor in any changing staff salaries in the budget. .
- Preliminary statement for January 2018 doesn't include Bernstein activity of income, but expenses are included.
- Finance Committee will submit a 2018-2019 _____ Budget in two months. The Artistic Budget was already approved.

Festival of Books Plan: Andy Watson

- Volunteers for staffing the True Concord Booth were solicited for March 10th and 11th.
- Ideas for promotional materials and a drawing for free tickets were suggested.

Music Directors Report/Venue Discussion: Eric Holtan and Andy Watson

- There will be no collaborative events with the Tucson Desert Song Festival next year at Centennial next year. Will explore possibilities for the following year.
- We need an expanded number and areas for concerts in 2018-2019 season. Will know in August regarding more concerts at Catalina Foothills High School.
- Other venues include: Grace St. Paul's, Catalina United Methodist, St. Frances, St. Andrews Church. Berger Auditorium was considered, although the acoustics there do not lend themselves to vocal concerts.
- Forty entries for the Stephen Paulus Composer Competition were submitted. Each is 5-6 minutes of chorus and piano or _____.

- Patty Paulus will present the award to the winning composer. She also plans on bringing the Grammy with her.
- Eric Holtan spoke with Jubilient Saks about a possible future recording collaboration of Folk Songs and Spirituals.

Executive Session - 30 minutes.

Meeting adjourned by Andy Watson after motion and vote at 5:00 p.m.

Respectfully Submitted,

Susan Markovich