

## True Concord Voices and Orchestra

### Minutes of Board Meeting November 7, 2017 La Paloma Country Club

Present: Nancy Marsh, Mary Lou Fourier, Eric Holtan, Chuck Tennes, David Leege, David Nix, Andy Watson, Clyde Kunz, Eve Shapiro, Susan Markovich, Andy Robson (See Agenda - Appendix A)

The meeting was called to order at 3:30 p.m. by Andy Watson.

- Andy welcomed and introduced new member Andy Robson.
- The Board members introduced themselves individually.

#### Artist Dinners

- According to Sabra, all the upcoming artist dinners have been signed up for by board members.
- Andy thanked Sabra for her organizational skills and completed task for the season.
- Special thanks to Mary Lou for stepping up in this time of need and to Joan Biggars - phone coverage, all ticket processes.
- Kudos to Sally Gunderson and friends of TC/cookies for last concert.
- Reminder: Philanthropy Lunch on November 17, 2017 at 11:00 a.m. honoring Sally.

Andy Watson announced the resignation of Chris Jackson, our Operations Manager.

Minutes of the October 3, 2017 meeting were approved as corrected by consensus.

#### Website Development Discussion/Marketing Update - Eve/Sara

- It was reported that our marketing plan is proving successful in that there has been at least some increase in ticket sales for every program.
- We attribute this to E-new blasts, press releases on Online Arizona Star, event postings on social media.
- New people are becoming engaged in the target audiences of age 25 to 65+ of which 42 percent are male and 56 percent are female.
- The challenge is how to segregate different contacts.
- We continue to distribute postcards, increase Green Valley visibility, utilize newspaper inserts in the newspaper, and use public service announcements on Arizona Public Media outlets.
- Budget for the rest of the year will be finalized at next Friday's marketing meeting.
- Post program audience satisfaction surveys are a useful tool to measure the degree of enthusiasm for each program and will continue.
- Further outreach regarding seasonal promotions were suggested to the numerous churches in the Tucson area. (Currently, Eric states 30-40 churches are being contacted weekly or monthly).
- Eve will contact Sally Gunderson regarding increasing contacts through new Tucson "Friends" group being formed.
- Catalina Foothills communities and high school music teachers are also possible outreach targets.

- Website meeting occurred on October 30, 2017 involving Sarah, Chuck, Andy, and \_\_\_\_\_ to discuss needs, wants, goals, time line to like of revamped website. The

process involves gathering information from others, content migration, and new content development.

- The ticket purchasing process online is a somewhat fluid timeline due to numerous factors.
- Overall Website launch is tentatively scheduled for Mid-May, 2018. Although Eric feels this late date would be anticlimactic after an earlier season announcement launch.
- Sarah suggested a "soft launch" in May, then shake down cruise for Fall.
- Other questions include Clyde's concerns regarding how interactive the site will be. Clips of music? Musician bios/performances? Updates by them over time? Nancy highly suggests the site be mobile device friendly. All agreed.
- Ticketing Report – E.J. to enter current data ASAP.
- Operations Manager Search: Now advertising for full time job. Will split out bookkeeping/gifts. Data Entry may be handled by "temporary" office worker.
- Other possibilities are: Giftworks – a donor data base which also functions as a ticket data base (Software and Hardware).

#### Development Committee: Clyde Kunz

- Committee to meet next week with Eric.
- Last month performance well ahead of last year.
- Formalizing our year and appeal.

#### Technology Report: Mary Lou Fourier/Andy Watson

- See attached technology plan November 2, 2017 Appendix B.
- Much discussion regarding compatibility and duplication of different management systems.
- Problem: All upgrading needs to be done at a busy time of the year without disrupting workload requirements.
- Are conferring with similar-sized fine arts non-profits and their technology management choice.
- Most important: How will technology interface with our evolving website.

#### Treasurer Report: Warren Beck - See Treasurer's Report and Fiscal Year End Report/Profit and Loss (Balance sheet on other side).

- This report officially accept now due to consensus vote today.
- Dorothy Vaneks yearly donation of \$100,000 is found in the column of restricted moneys/will be tracked as we spend it.
- Cash flow loan usually done now - may not be necessary next year.
- A contingency fund of \$10,000 is available for new computers.

#### Music Directors Report: Eric Holton

- Last concert - Metamorphosis - did not hit its ticket goal unfortunately. Some ticket holders did not attend as well. Explanations: Theme of death. Competing with TDS's "Day of the Dead" concert.
- Tentative Plans for next year - See Budget Appendix D.