

True Concord
Board Meeting
2-5-2020

Present:

Clyde Kunz, Susan Markovich, Julia Pernet, Eloise Fredrickson, Claire West, Eric Holtan, Andy Watson, Mary Lou Forier, Eve Shapiro, Andy Robson, Nancy March

Excused: David Nix, Warren Beck

Staff Present: Joshua Keeling

Meeting called to order at: 3:33 PM

Consent Agenda

Motion to approve made by Eve Shapiro, seconded Mary Lou Forier, Claire West
Consent Agenda approved unanimously.

Founding Music Director's Report (Eric Holtan)

America Sings had a tremendous audience turnout, concerts were live streamed because of the sellouts.

Meeting with Reference Recordings

- Introduced plan of series of American music to Exec. Dir. Marcia Martin.
- Upcoming commission of Hagen, on texts of suffrage-era writers
 - Piece scheduled to premiere 1/2021
- Starting series with Dickinson poetry project
 - Planned to release 1/2021
- Expected contract from RR on these first two projects
- "Professor" Johnson may help in production process – even in advisory capacity may be a boost for recognition
- Surround recordings – suggested by RR. Eric will explore this possibility with Peter R.
- Interesting facts shared by RR:
 - 87% of music released today is *streamed*.
 - Suggested to tailor marketing toward streaming.
 - 50% of RR's sales take place outside of US

Dorothy Dyer Vanek fund: was discussed at prior meeting

- Discussion of continuation of Vanek fund after the Fund for Excellence is completed.

Recital Series

Proposed recital series: 3 recitals on next season program, with estimated budget.

- Suggestion from Julia: \$25 is too low a ticket price for Corinne W.

Motion to adopt proposed Recital Series made by Andy Robson, seconded Mary Lou Forier

Discussion: Recital series with True Concord's "brand" and identity.

- Marketing it as "meeting" one of our musicians. Reception, etc.
- Brings back some more of the intimacy lost in larger venues

- Host considerations

Motion passed unanimously

Chair's Report

Festival of Books – reminder to board members to block out time to volunteer at the booth.

Audience Development Report (Eve Shapiro)

Ticket price proposal: Increase subscriptions by avg. \$12 and indiv. tickets by \$2. Processing fees: \$10/sub. No change to single tickets. Addition of reserved single tickets for \$52. Walkups \$50 and \$35.

Discussion:

Motion passed unanimously.

Discussion: Giebler recital promotion

Video clip of his performance in St. Matthew Passion

Pitch to students – Laurel is working on this.

Order form in Beethoven concert programs (In Envelope)

Mention at pre-concert talk

Finance (Andy Robson)

Income & Expenses look good compared to prior year

P&L with Budget: Combine Misc. Income and Recording Expenses.

Motion to accept financial reports to agenda – passed unanimously

Governance (Nancy March)

Bylaws allow to bring new board members if below cap: two potential board members to present:

1. Jeannette Segel
 - a. Recommendation from committee to accept onto board: passed unanimously
2. Lendre Kearns
 - a. Recommendation from committee to accept onto board: passed unanimously

New Items:

Donor Events:

2/16 Season Announcement Party, La Paloma Country Club

Meeting adjourned: 4:55 PM

Next Meeting:

March 11, 2020, 3:30 PM

St. Francis in the Foothills UMC