

True Concord Voices & Orchestra

Board Meeting

Tuesday, November 16, 2022 at 8:00 AM

Minutes

Present: Eve Shapiro, Eric Holtan, Wes Moulton, Nancy March, Welz Kauffman, Lendre Kearns, Jeannette Segel, Andy Robson, Claire West, Pat Bjorhovde, Sarah Dinham, Marcela Molina, Susan Markovich, Sandra Um, Julia Pernet; Staff present: Welz Kauffman, Joshua Keeling

Unable to attend: Andy Watson

Meeting called to order at 8:06 AM

Approval of minutes: Moved to approve: Sarah Dinham, 2nd: Susan Markovich, Approved unanimously.

Audience Development (Lendre Kearns)

Lendre reported on Audience Development Committee's recent meeting, which included discussion of matinee concert times (consensus is to move Green Valley concerts to afternoon), community engagement of younger audiences.

We are moving to reserved seating next season, which allows more price flexibility and will hopefully push more subscription sales. This also will carry a discussion on changing ticket prices, to be continued.

Lendre repeated the encouragement board members to get comp tickets to invite friends to performances

Business card-sized invitations, guests can go online to claim their tickets and give their email address.

Other items of discussion: Black Friday promotion, Eve suggested a thank-you to new patrons, Reserved seating

Ticketing report: sales are up 16% over 2019-20 and we are just coming off our best opening weekend ever.

Fund Development (Sandy Um)

Fund Development is currently up overall vs. Last season.

Direct mail report is in progress and will be mailed out next week.

Sandy asked board members to participate in making calls/visits/asks to donors. She will be reaching out to board members to coordinate this soon.

Capital Campaign: The idea has come forward that we do a larger campaign to accompany projects in connection with our 20th/25th and other anniversaries. And a separate campaign to seed our endowment. We still have some work to do on determining feasibility and target.

Some numbers have been tossed out as targets: 1million for operating fund, 500K for endowment, but feasibility of these targets is still in progress.

Donor “intel” of interests and capacity is being studied. Nancy March mentioned that engaging with donors on thank-you calls is a great way to find out what donors are interested in. For example, touring may or may not be an area of interest for a donor, if they are more interested in local activities.

Multi year campaign – campaign may not be announced for a number of years; we want to have ~80% committed before announcing.

Discussion of semantics: “Capital” campaign has certain connotations which are not necessarily a part of this project. “Anniversary Growth Campaign” was one suggestion.

There hasn’t been a decision on this campaign yet; discussion and study is ongoing.

Governance Committee (Sarah Dinham)

Sarah presented a revised conflict of interest statement.

Motion: Revised conflict of interest statement: motion to amend by Wes Moulton, approved unanimously.

Finance Committee (Andy Robson)

We are showing a positive net revenue so far this year, in good shape overall, and nothing too surprising.

One area of interest is the gains & losses of the stock market, which ended up putting over \$9,000 of losses in FY22’s income. This is not a long-term problem.

We are moving \$100,000 out of Wells Fargo account into our Vanguard money market account, because of consistent dividend gains.

Approval of October financials as recommended by Finance committee: Approval passed unanimously.

Strategic Initiatives Discussion (Nancy March)

Strategic values, goals and objectives for each committee. Goals have been distributed to each committee for discussion.

The Mission, Vision and Values are done:

“Excellence” was expanded to go beyond artistic activities.

The clause was discussed: “patron-centered.” These values fuel our decisions and policies, and emphasize our focus on audience experience.

A diversity clause was added.

“Artist Well-being” was expanded. Suggestion: “respectful” was suggested to be added.

A motion was made to amend Artist clause to “and ensuring they are rehearsing and performing in a safe and respectful environment” Also, Artist Well-being instead of “Artists”

Andy Robson reported on Finance committee goals and objectives – two goals were respectfully given back to other committees as they are outside the scope of the committee (re: staffing & salaries)

Andy R suggested it is a goal of the committee to put in writing our accounting policies.

Policy manual built years ago became more of an operations/procedures manual, which we still have but is not maintained.

Written, board-approved policies that need to be approved every year. Ex: Gift acceptance policy

It was suggested that the Governance committee take up finding and updating these policies. Staff will work on compiling what is archived and get it to the committee.

Artistic Plan/Budget for 23-24 Season (Eric Holtan)

Eric presented a big, bold and exciting proposal for the 2023-24, 20th Anniversary Season.

Highlights include: Co-written work by composers-in-residence Hagen/Takach “This is How You Love”

Voiceless Mass by Raven Chacon (Pulitzer-prize winning composer) with potential soloists Reggie Mobley, Jonathan Woody, and/or Dashon Burton, not only for their artistic prowess but also their leadership.

November: Love Songs

Lessons & Carols: involves a new commission of Hagen and/or Takach.

Holiday Special – an eclectic program that might appeal to a wider audience (not as “churchy”) at a local resort.

January: Poulenc *Gloria* and an all-Bernstein *Chichester Psalms, Candide, Make our Garden Grow*.
Soprano solo: Corinne Winters & Adam Smith

February: Bach *St. John Passion* with Brian Giebler evangelist.

March: Mozart & Hagen: *Mass in C-Minor* Hagen: *Notebooks of Leonardo da Vinci*

Close-Up: Corinne Winters & Adam Smith; Reggie Mobley, Jonathan Woody, or Dashon Burton; Nation (Hagen/Takach)

Place: Eric proposes doing *Voiceless Mass* at the San Xavier mission and/or in Sells.

Funding the season: Singer retention: to raise True Concord in the realm of competitiveness among peer ensembles, Eric proposes a “singer retention” initiative... a suggestion of a bonus payment if they perform a certain number of projects.

Other discussion included the importance of being competitive in artistic salary.

More discussion to be had in terms of revenue/funding sources.

Ideas brought up: Board can vote on using Dorothy Vanek’s money, a mini-fund to help fund the 20th Anniversary.

Motion: Claire West moved that we approve the season plan as presented, 2nd Wes Moulton. Motion approved unanimously (Eric Holtan abstained)

Due to time constraints, adoption of the budget was tabled for next meeting.

The meeting was adjourned at 9:50 AM.