

Meeting Minutes
 Mayflower Choral Society
 Board of Directors
 December 15, 2014
 A California Non-Profit Public Benefit Corporation

Present: Estelle Miller, President, Jan Gibbs, Vice President, WD Ford, Treasurer, Gretchen Klein, Secretary, Bill Gossy, Sterling Johnson, Ken Klein, Suzanne Thompson, Teresa Saltzman
 Absent: Joan Clemmons, Gina Pandiani, Kristin Whitley

Agenda Item	Discussion	Action Item
Call to Order	The meeting was called to order at 7:03 by Estelle Miller, President.	
Agenda- Review, revise	No changes were made to the agenda.	
Prior meeting minutes	Minutes from the September 2014 meeting were approved as written.	
Committee	<ol style="list-style-type: none"> 1. Nomination - no report. 2. Scholarship - see report. Gretchen noted one scholarship winner performed in the winter show, Kellie Allen. 3. Finance - see report. 4. Development - see attached. Two projects of the committee were reviewed. A. End of Year Appeal letter. The letter will be sent out later this week to potential donors. B. Constant Contact - The committee has discussed switching from our current email newsletter Vertical Response, to Constant Contact. This program "communicates" directly with our database program, DonorSnap. This feature will make it easier to generate email newsletters/advertising using the email addresses from DonorSnap. Mary Sellers plans to sign up for a trial period to investigate Constant Contact's features and potential use for our organization. 5. Benefit Gala - see report. Ken 	

	<p>reviewed the individual income and expense items and the year over year comparisons. A suggestion was made to do another post Gala survey to gauge the response to the DJ and any other issues.</p> <p>6. Chorus - see report. The report was reviewed by board members. Concerns about the season were reviewed - number of blocking rehearsals, lessons learned, etc. Mark has stated there will be a debriefing meeting later this month to discuss concerns and opportunities for improvement.</p> <p>7. Membership - no report.</p> <p>8. Executive - see report. The board discussed setting a goal of returning the funds to the Operational Reserve account. The board felt it was important to set a reasonable timeline for repayment of the funds. A request was made to place this item on the Finance Committee agenda for the next meeting.</p> <p>9. Fourth Street Beat - Gretchen noted the group will be doing a "SNF Tour" on January 24, 2015. Board members discussed the benefits of the "SNF" tour. There are no direct monetary benefits, but there are publicity benefits in addition to providing a community benefit. Facilities have brought people from their facilities to our shows in the past. This fits with our 501c3 goals.</p> <p>10. Larry Vargo Award - see report. It was noted there will be presentation to this year's award winner, Ara Apkarian at the Friday night show reception. Ara was presented with the award at an earlier event, but not all chorus members were</p>	<p>Ken and Teresa will follow up on a survey.</p> <p>Gretchen will add the item to the Finance Committee agenda.</p>
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	<p>present.</p> <p>11. Chorus tour - see report. Gretchen reviewed the itinerary choices and discussed the costs of the trip. The destination has not been chosen as yet. The chorus participated in a survey to determine their level of interest in destinations and the year to travel. Gretchen will be meeting with Mark soon to review the results of the survey and make decisions about the tour.</p> <p>12. Strategic Marketing (SMC) - see report. The Board reviewed the report. Publicity was the source of the email blast. It was felt it was a worthwhile use of funds. A question was asked about whether there are other email groups to utilize. Suzanne will check into that idea. Suzanne had contacted the Village about a possible flash mob. The previous contact is no longer working at the Village. SMC members discussed upcoming marketing strategies i.e., October Make a Difference Day, season social with a benefit for a local non-profit community. Ken reviewed the results of the logo survey and the current logos in contention. Several members thought an opportunity was missed in not participating in the West End Caroling event. Jan will discuss this and the event's potential benefits with Mark.</p>	
Old Business	<p>1. Summer Workshop - no report. It was noted the workshop occurred One and a half years ago. The information to be sent to the individual committees has not been sent.</p> <p>2. DonorSnap - Estelle reviewed the</p>	

	<p>functions of DonorSnap for the new Board members - database, email list, tracking donations, reports, etc. She discussed a meeting with Michael Ingerman, Mary Sellers, Gretchen and Ken Klein and herself, that was held to iron out the division of responsibilities for data input and type of information to be inputted. Each person's area of responsibilities was clearly defined. It was noted during the meeting that additional education for the data entry people might be needed.</p>	
New Business	<p>1. Introductions - A request was made to have each Board member introduce themselves and talk a little about themselves. Each Board member discussed their history with the organization and their interests.</p>	
Next meeting	<p>The next Mayflower Board of Directors meeting will be held on Monday March 2, 2015 at 7 pm., place to be determined.</p>	
Adjournment	<p>The meeting was adjourned at 8:23 pm by Estelle Miller, Board President.</p> <p>Respectfully submitted,</p> <p>Gretchen Klein Board Secretary</p>	