

SIA RePrev May 17, 2011

Dana: shares anecdote from colleague for whom concert was very uplifting

Dean: thanked tenors for a great season, highlighted how much the whole choir has improved & learned

Monica: Jerry seemed more pleased with us this year than last year

Jody: talked with Jerry about that, he agreed

Niels: seemed like we were "on"

Linda: made a big difference that Jerry chose the music

Becky: big variety was good

Christian: he seemed to push & stir the pot & get results

Jan L: he got better results when he took the time to teach rather than perform/orate

Ken: there were some suggestions we wanted to make for how Jerry could work better - how does the process work, and is it effective, for giving feedback to collaborator on how to be most effective with us?

Linda: speaks to this process - felt comfortable giving feedback to Jerry

Kevin: points out that there's technical feedback & "personality/technique" feedback, and the latter is much more comfortable to give

Mike: both JD & Jerry concerts seemed to flow organically from their experiences. Was concerned at first about Jerry's demeanor in first rehearsals. Urged us to grow through our "golden age".

Dana: what about the venues?

- people liked Unity, didn't like Jerry's church as much, but it was nice to go to "his space"

Becky: would be nice to do a non-church venue

We do seem to be attracting people not just from the venues & not just our friends

Dana: what about speaker "program notes"?

All feedback was positive. Jerry basically controlled the notes and Jan L. was thankful for that guidance.

Remember: always ask for a phone-silencing effort.

Kevin: would be good to appoint someone to be a "sweeper" after the concerts to make sure everything goes back in order

Becky: would have been good to do a reception on Saturday.

Jan L.: wasn't an option to do a reception at Unity. Is a big thing to put on a reception too.

Mike: financials

Spent \$7600, donations were \$1930 (\$800 + \$1100). Better donations than expected. Pre-sale CDs were \$400. About 150 + 200 = 350 people. About 147 donors total, so about \$13/donor or \$5.5/attendee. Higher than first concert this year (about \$4/attendee).

Last year, budget was about \$25K. \$16K for concerts, \$12K leftover. This year, venues were much more expensive, budget was about \$45K. We have about \$9K in the bank right now. Still need to pay for parts of the CD, still will have garage sale, still will have CD [pre]sales. We're looking at CD as fundraiser - each cd is about \$8 cost, sells at \$15.

Becky: CD artwork is being done by Ron, using 8-panel digipak. Will register with CDBaby. Will duplicate with CopyCats. Will be on iTunes. Still need to arrange copyrights. Will be available for purchase on website.

Kevin: have we thought about Development, pursuing grant money, etc.? Mike: we did have some corporate support for the JD concert. Also, grant-writing can have some catches. We are going to get some help from MacPhail with grant-finding and we have someone who's volunteered to help write grants. Pleas for people to pursue grants at workplaces, connections, etc.

Jody: do we always do a benefit, or should we try to maximize revenue?

Mike: we're doing one next year. We didn't really get much "bang" from Shangilia in terms of bringing people to the concert, or generating donations to their organization. We're hoping to work with a mid-size (\$5M-\$6M) local organization for next year.

Ken: actually, doing benefit concerts turns them from revenue-negative endeavors to revenue-neutral, which is a net positive.

Kevin: if we want to raise revenue, it would help to have a more well-defined mission that will make sense to a funder.

Penny: do we want to talk about the other thing too?

Thanks to everyone who stepped up to help in marketing & concert word-out. We're improving our process in leaving out what doesn't need to be done, keeping what does, etc. Next year's season looks exciting.

Linda: all printed materials, emails, etc. have been really *elegant*.

Mike: shared feedback from a marketing person that our message is *consistent*.

Penny: we're also making inroads with MPR, which is nice.

Becky: was cool to be on TV.

Ken: wanted to do colored lights

also, we didn't do any multimedia besides people's faces, bodies, etc.

Beth: perhaps partner with visual artists?

Mike: be careful that we don't compete with the visuals

Rosalie: could do "singing in bloom"?

- Small break -

Thank-you song for leadership team

Sheri: makes plea for people to pre-order CDs, for rummage sale volunteers, for more rummage stuff

Maria: can we sell the CD at the sale ([sure])

Jan L: concert planning

thanks to entire group for concert planning work

group thanks Jan back

Linda: thanks rehearsal team, including especially Bill, Mark, section leaders

playing recording - unfortunately speakers weren't working so we used laptop speakers

Monica: is this faithful to reality? It sounds more out of tune than it should. (Linda: yes, it's faithful.)

Linda: pitch is seldom an intellectual problem, usually physical/voice-mechanism problem.

some were frustrated by too much stopping & Jerry-talking during rehearsals

Kevin: perhaps we should work more intentionally on blend

Maria: can we get collaborators to continue the efforts from previous person so we don't lose it?

Kevin: might be better to take that responsibility on ourselves?

Dan:

We used a subset of the JD CD as a demo disc to send to Chorus America for their convention in MN next year. We are now members of Chorus America.

Auditions are going to be by appointment.

3-legged stool of SIA: singing, finances, volunteering - volunteering for this concert was great!

thanks for thanking the leadership team. =)

Succession planning

we do need new people on the LT, and others to leave the LT. Mike & Stephanie & Dan will sit with the bylaws this summer to figure out how succession should work formally; we also need to find people willing & able to be part of the LT. Goal: by 2012 we want at least 1 new person on LT.

Linda: note that this is NOT a wholesale dump & turnover of the board

Penny: the other thing

SIA is invited to NYC to sing with Kathy Romey & Lynn Trapp at Carnegie Hall. Anton Bruckner's Te Deum, also another Te Deum. Managed through MidAmerica productions. It's pretty pricey. Around \$1300-\$1700 per person. They want about 200 singers. May 24-28, 2012.

Thanks everyone!