

## **Singers in Accord**

### **Leadership Meeting - 10/1/09**

Present: Dan Digre, Ken Williams, Linda Burk, Dana Skoglund, Penny Meier

Absent: Mike Borg (**Mike - we put items in Red that we need your response on** - email when you have time- thanks!)

### **Marketing Team - Penny:**

- Logo Update - Michael and his family have been very ill of late - his son has been in the hospital. I last talked with him on Monday and he was very tired, but had done all the mental planning for our logo revisions and just needed to put them on paper for us. Penny will continue to monitor progress, but recommended that we proceed with our "announcement" in newsletter form that will not require a logo at this time. Also recommend that donor thank-yous be done via email until we get our logo and can print letterhead/envelopes - then we can follow up with a written acknowledgment, if necessary.
- Discussed Email Marketing research and options. Decided to go ahead and utilize the 60-day "free trial" with "Constant Contact" - Deadline to get the email newsletter out is 10/11/09! Need Ken to look at for dbase compatibility. Ken has concerns about not controlling our subscriber base from our own website. We will re-evaluate as we move through the process.
  - Items still needed for newsletter:
    - "Announcement" paragraph or two from Dan
    - Official concert description for "A Grateful Gathering" - Linda will do this
    - Permission from Jerry and Nick to use website photos and bios
    - Chorale pictures - Penny will contact Paul Karlson to do this at next rehearsal
    - Ticket info for Faith concert
    - Ticket info for both Nick Page concerts
    - Need website to be "ready" for the traffic the newsletter will drive to it
      - **can we take donations online yet?**
      - "press room" for media
      - pictures of collaborators and chorale
- Discussed concert postcard - online design/printing services. Should be able to design/print/mail 2,000 postcards (4x6) for around \$700.00. Timeline for mailing is approximately 4 weeks prior to concert (first or second week of Nov.).
- Media database is almost complete -- almost ALL contacts were outdated or no longer in existence.
  - Started calling print media for articles on the "new group" - Eden Prairie news has already committed to an article prior to our Nov. concert.
  - Solicited chorale for personal media contacts - will enlist help wherever we can get it!
  - Created a "Tools for a Successful Media Pitch" 1-sheet for marketing team. Will have a marketing meeting in the next couple of weeks with a timeline for completion of: press release, postcard, newsletter, concert program.

### **Artistic Team - Linda:**

- Released Nov. 19th date from calendars (Thurs) - can't get MacPhail until after 9:pm.
- Could still go to MacPhail on th 19th to test technical stuff - Ken will be in charge of finding out what they have and what we need

- Jerry Rubino rehearsal schedule is now posted - after next week, Jerry will be at all remaining rehearsals prior to concert
- Jerry requested we hire Linda Berger as our concert accompanist (he says some accompanists are intimidated to work with him because of his reputation as a pianist). It was decided that Linda would approach her to see first if she was available and if so, what her fee would be. If she is not available, we will discuss other options, possibly Scott Rohr.
- Jerry also requested that we find a Bass player for "I Got Rhythm" - Ken Williams volunteered, but there was concern about leaving the tenor section thin! Linda will check within the chorale for suggestions. Jerry recommended we do not "hire" a bass player for only one song so it should be someone connected to SIA that wants to do it for fun.
- **MIKE: Request for update on payment/ticket arrangement with Faith**
- Discussed feedback on rehearsals -
  - All agreed Linda is doing a fabulous job at organizing and running rehearsals and setting a professional, yet compassionate rehearsal tone for the chorale.
  - There was a request for longer and more frequent sectionals to "wood-shed" music.
  - Discussed need to reinforce to the chorale:
    - Spend time finding your personal expression in the music & taking personal responsibility for expressiveness that cannot be accomplished in 2.5 hours a week.
- Linda expressed concern that we don't get too wrapped up in Nov. concert and forget to plan details for Nick Page!
  - Dan is in contact with Nick Page -- will plan a conference call soon with Nick (Linda included)
    - Discuss the framework for the performances
    - Start discussing concert literature - rehearsals will come up quick!
- Discussed finding a volunteer to coordinate content for the concert program - group made recommendations. Content will be handed over to marketing for formatting and printing. Ken volunteered to get the programs printed at West (lower cost than Kinko's).

#### **Process Team - Dana:**

- Do we do Willmar or not? Typical attendance expected at concerts is about 200 people -- is it worth the time & effort?
  - Location for free - not an issue / we would be ok to be in a church...options limited.
  - All on the leadership team agreed that YES it is worth the effort for our community outreach and experience
  - Blessing was given for Dana to move ahead - 2 thumbs up
  - Need to present it to the chorale to see if anyone has conflicts in May before we try to set a date
  - Dana will explore collaboration with local bluegrass ensemble
- Request for ideas for the Reprieve Rehearsal
  - discussion of global literature - what does global look like?
  - review brainstorming ideas from retreat
  - sending out concert survey to chorale via email prior to the Reprieve
- Conversation on paying Linda for her efforts (as requested by Jan LeClair)
  - Discussed need to create an environment where other in-house conductors feel confident stepping up and leading rehearsals.
  - For our first ever concert series it was important to set a positive and professional rehearsal tone with singers - which Linda is doing so

wonderfully but Linda should not have to carry the stress of being our only in-house conductor

- Since Jerry is taking over a majority of remaining rehearsals, the pressure is off Linda a bit - but the next concert series will require 12 weeks of in-house conducting prior to Nick Page coming into town. Linda will approach other in-house directors about splitting up rehearsals, or pieces of music for this program, so it does not fall solely on one person.
- Linda is happy to guide the Artistic Team to develop a framework for rehearsals, encouraging others to be assertive in this role and continue to focus the chorale on "singing with an opinion!"

**Administrative Team - Dan:**

- Made recommendations for volunteers to head up fundraising, program coordination and concert managers
- Dan created a "concert plan" for each concert that is posted at Google Docs for review
- Response on "Operating Principles and Belief's" document - that it was very comprehensive and nicely edited. It is a document that will continue to change/ evolve as we go through our first concert season.

**Financial Team: Mike** -- didn't make it off the plane in time for the meeting -- we missed you!

**Next Meeting: Nov. 5th - 6:00 PM @ MISCO**