

Singers In Accord - Leadership Meeting 9-1-09

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

I. Discussion of the transfer of by-laws and articles of incorporation from World Voices

- Articles of incorporation have been filed with the State of MN (name, purpose, powers, office location, members, by-laws, dissolution, etc.
- By-laws are an internal document that define rules for organizational structure and define its members and responsibilities
 - The current Singers in Accord Leadership team were all elected to the board by the previous World Voices board after which they resigned.
 - Identified that as a board, we needed to formally elect officers as stated in our by-laws
 - Dana Skoglund moved to elect Dan Digre as Chairperson, Penny Meier as Secretary and Mike Borg as Treasurer
 - Ken Williams seconded the movement and the motion carried with a unanimous vote
 - by-laws will eventually need to be revised to allow for succession

II. Marketing Update - Penny

- Presented the new logo concept from Michael Waite. Group gave valuable feedback and suggestions for revisions.
- Presented 2 versions of the proposed "brief descriptive paragraph" of Singers in Accord for marketing purposes. Group approved Version #1 of the description with a slight adjustment to the second sentence eliminating the word "unique" as a description of our collaborators. Revised statement is as follows:
 - ***Singers in Accord** is uniquely organized as a singer-led choral ensemble dedicated to exploring the human experience through performances of culturally diverse music. The group collaborates with a new conductor, performing artist or artistic ensemble in each concert, to create distinctive concert experiences for its singers and audience members. **Singers in Accord** strives to enrich the cultural life of the community through outreach, education and innovative performances.*
- Recommendation to make a universal change in all of our printed materials to use "culturally diverse music" vs. "music from global cultures" to further define our group and distance ourselves from World Voices. Recommended that we also universally change the word "celebrating" to "exploring" to add further depth of artistic inquiry to our mission and to demonstrate that we strive to find meaning and unity in our music and create concert concepts around this thinking. Also - we may not always sing "celebratory" music. The Leadership team agreed.
- Fall concert description is being crafted by Jerry Rubino and will be given to marketing as soon as it is completed

ACTION ITEMS:

- Penny will make sure the changes as listed above are modified in our printed materials
- Penny will check costs for postcard announcements for fall concert
- Ken will make changes to the website and Facebook page
- Penny contact Vicky Kureger, Executive Dir. MYS - the approved SIA Info ASAP

- Penny will take suggested revisions back to Michael for Revision #1 of the most recent logo design
- Mike will check into cost of non-profit mailing status

III. **Process Update - Dana**

- Review of retreat - feedback very positive - very different experience without a director but very well received
- First rehearsal discussion
- review of expectations/protocols: take care of yourself, take care of others, take care of this place
- having expectations in writing
- discussion at the conclusion of rehearsals about the progress of the group throughout the evening
- pass out 3x5 card each week to write down concerns or ideas during rehearsals given to section leader at end of rehearsal
- if people want it to be private - write PRIVATE on the card
- section leaders email feedback to artistic team following rehearsal and will meet collectively as needed
- all other issues/communication go through Dan

ACTION ITEMS:

- Dana will make a list of expectations and protocols to present and post at the first rehearsal
- Dana will explain the 3x5 card process and hand out cards

IV. **Artistic Update- Linda**

- Discussed parameters for Jerry Rubino's contract for services
 - Jerry is concerned about 5 rehearsals not being enough for him to "work his magic" and develop the necessary relationship with our chorale to be successful

ACTION ITEM: Linda will talk to Jerry and communicate that our ensemble really needs to establish the trust factor between ourselves and our collaborating conductor and reassure him that we will be ready and we have every confidence that he will deliver a wonderful concert experience for us.

- Winter Concert
 - Concert #1 - Park Center HS
 - Need to push for an answer on the \$\$ from the grant
 - \$5/ticket charged individual or \$10/family for the Park Center HS concert
 - Target marketing to: Travel and Leisure Group in Osseo / district 279 children's chorus / Birch Grove Performing Arts Magnet school / Osseo Area Retirement Group
 - Concert # 2 - Jan still looking for a venue
 - First choice was Patty's choir, but location and transportation were an issue - Patty released the date on her calendar
 - Jan has asked Brandy if her HS kids would be interested in collaborating for concert #2
 - Other venue ideas: St. Cate's recital hall (Anne Klus) or Sister Marjorie / Augsburg's Hoversten Chapel - possible collaboration with a St. Paul Academy choir

- Dan has contacted Daniel Levitin to OK use of "The World in Six Songs" as our concert title/theme - waiting for response

ACTION ITEMS:

- Need to nail down logistics for Park Center concert
- Need to find a viable venue & collaborating HS choir for concert #2
- Alternate plan is to contact Anne Klus to collaborate with a St. Paul Academy Choir and use St. Cate's facility.
- Spring Concert - aka "Run Out Concert"
 - Willmar team is meeting 9/8
 - Target date for Willmar concert details fleshed out is: Oct. 30th
 - Do we want to consider looking at another "run out" location? Table that discussion for now...
 - In house conductors - any \$\$ spent will be on instrumentalists
 - Theme will be "The World in Six Songs" - modified without Nick Page
 - Do we want to dedicate proceeds from one concert to a "cause"?
- Planning Rehearsals
 - Linda requested that rehearsal structure be clearly defined
 - Linda will create a template for rehearsal planning for the first month and solicit input from section leaders and leadership team
 - Vocal technique, skill advancement, program preparation, business
 - When collaborator comes in, our rehearsal structure changes to accomodate the director
 - Jerry is aware that we need the first 2 rehearsals on our own - he is invited to the 3rd rehearsal
 - Dana will bring a post-it chart with the rehearsal schedule for the evening - we will also start posting on google groups
 - discussed the details of schedule

ACTION ITEM: Dana will talk to Rachel to schedule weekly treats

- Other: Accompanist
 - Idea is to use in house accompanist until performance and hire a performance accompanist for each concert
 - Get away from "singers aren't musicians therefore aren't paid" mentality
 - communication to chorale should be clear that this is a decision made on principle not financial
 - this decision can be discussed and revised after the first concert process or as needed

ACTION ITEMS:

- Dan will send a note to the chorale describing this decision
- Linda will coordinate with in-house pianists to divvy up pieces

V. Financial Update - Mike

- Ken has set up SSL (security) system required for us to do online via credit card transactions
- Can have a web-only system \$180/year
- Can have a system reliable on a phone line
- Another choice is a "step-up" machine (actual card swipe) \$600 that has memory for 100 transactions and is portable
- cellular based card swiping system - over \$1,000
- Mike recommends the \$600 step-up machine with manual back-up for large events

- Discussed need to put together a fundraising team - Margot Willet has indicated that she will us where needed. Mike suggested having her be a part of this team as a grant writer
- Peter Jackson offered to introduce us to the fundraising/community building guy from SPCO
- Discussed also having Peter Jackson be part of our fundraising committee
- Recommendation is to have Gloria be the head of this team
- About half the chorale has given their suggested donations

ACTION ITEMS:

- Dan will contact Gloria and make the request
- Ken will email a friend at another choir to see what credit card system they use and/or recommend
- Ken & Mike will collaborate and make a decision on what system to order with the groups blessing
- Ken will follow up with Peter about a meeting with the SPCO connection
- (Dan or Ken) will contact Peter about the fundraising committee

VI. Technical Update - Ken

- We have 1,867 records in our database!
- Ken detailed the contribution functionality of the database
- Discussed new ideas for donation options: being able to donate to a specific singer (like Relay for Life) with scripted letter to solicit donations and a scripted thank you note
- Would also like to have a feature that allows monthly donations (\$10/month for a year)
- Also thought it would be nice to have our donors scroll on the front page of our website
- Database also has event planning function if we want to utilize for something like a gala
- Mike's nephew is available to help us with the design of the website for free the "skin -Chris Layon. Team voted "yes" for Mike to go ahead and employ Chris to do this
 - need to provide information to him as far as what we want

VII. Administrative - Dan

- Tad - the Librarian will be in tomorrow to work in the
- Operating Principles and Beliefs documents --
- Discussion about how to make our meeting more brief - 4 hours is too long to stay engaged
 - Suggested that we each submit a summary/update from our respective teams to the Leadership Group no later than the Tuesday prior to our next meeting. This will include a list of agenda items that we would like to discuss for feedback or approval from the group -- vs. a complete update on what each team has been doing.
 - Other ideas on how to make our meeting more brief should go to Dan

ACTION ITEMS:

- EVERYONE needs to review the document and get input back to Dan by next meeting
- Next meeting is for each team to create a document summary of what we have been doing over the past month & agenda items for

discussion and/or approval - submit to team by Tues prior to meeting

NEXT MEETING: Thursday - October 1st - 6:00 PM @ MISCO