

## **Leadership Team Meeting -Saturday, 10/9/10 at MISCO, 11:00 AM - 2:00 PM**

Present: Dan Digre, Mike Borg, Linda Burk, Dana Skoglund, Penny Meier, Ken Williams (Jan LeClair not present)

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The organizational focus for this coming year is **"sustainability"**.

In year 1, we proved "we could do it". In year 2, we need to create a structure to be sure "we can continue to do it".

The work of each team should support these top level organizational goals:

- **Goal #1 Broaden Volunteer base - sharing the work load.**
- **Goal #2 Increase the funds and the funding base**
- **Goal #3 Expand the role and contributions of our hired collaborators**
- **Goal #4 Increase audience size**
- **Goal #5 Increase our ensemble size**
- **Goal #6 Develop our choral skills and effectiveness of rehearsals**
- **Goal #7 Develop our succession planning and work as a 501C3 organization.**

Focus items for this meeting:

November Concert - logistics details / marketing efforts

February Concert Fund raising

### **Process Team - Dana Skoglund**

- Overview / update of teams and volunteers assigned to each team
- Discussion of how collaboration is going with Kathy - overall very well. Feedback from Kathy is very positive.

### **Financial Team - Mike Borg**

- Donations from the matching grant campaign were strong, but not as strong from outside the chorale as "Give to the Max Day" last year (\$870 vs. \$3,000 in outside contributions)
  - matching donation dollars were donated anonymously
  - all dollars were matched that came in the time period.
  - one commitment for a future donation that was matched
  - one commitment made before the time period for an on-going donation that was not matched because it was outside of the time period.
  - did the matching donation campaign initiate enough response to make it worth pursuing again? We would have liked to have a larger participation from outside the group, but it likely triggered more chorale members to give earlier or more than they may have otherwise.
  - Discussion of how to better craft messages to focus on specific and compelling needs to illicit donations.
  - Ten choir members have not paid the \$80 fee yet. Financial team is following up.
- February concert - need \$28,000 to cover costs (including recording)
  - focus of pitch will be on SIA and how we connect locally
  - need to decide what format we want presentation
  - refine and practice and start pitching
- Give to the Max Day in November -- (Penny send an email message)
- Discussed sending an end of year donation campaign with focused message about

- Shangilia benefit (Penny will add this to the email schedule).
- Immediate need to get a decision of whether or not we are going to work with Columbia Heights. The ball is in the district coordinator's court. Someone on the **CPT needs to follow up with her ASAP to nail down commitment (or not) from CH. Deadline is Oct. 29th.** Mike will send contact info to Dan for this.
  - **Fall back scenario could be a concert at MacPhail - CPT should check availability of dates with Jan M.**
- Jerry Rubino needs a contract from Mike.

#### **Tech Team - Ken Williams**

- Request from Dan: Test of text messages to chorale should happen before the snow starts to fly!
- Ken bought a technology card - at the U of M used equip. sale.
- Discussion of better use of Facebook as a forum for general discussion, vs. using our singers in accord email list.
- Website: leadership would like the content on the website updated couple times a month. Ken needs info fed by each team with specific wording and size - finished content:
- Specific info to updates ASAP:
  - Romey concert info first
  - Review of matching donation campaign
  - Benefit concert for Shangilia
  - REMOVE outdated material from the home page (auditions, etc)
  - Need to find out status of the landing (home) page from Chris (Mike will chat with him)
  - Add a "sign up for our newsletter" button on the home page that will also allow visitors to view our past constant contact communication.

#### **Marketing Team - Penny Meier**

- article for Shangilia Foundation USA newsletter (we will get copies)
- sponsor presentation for Steele concert & pitch to media
- re-design of printed items w/"SM" and "Choral Ensemble": donation envelopes, letterhead/envelopes, donation receipts & logo
- Romey Concert
  - Proposed concert title (suggested by Kathy) "*Serenade of the Heart - Psalms, Songs and Dances of the Romantic Era*"
  - Creative concept (suggested by Kathy)
  - program coordination (10/15 deadline for free printing)
    - still need: program notes (Kim W. working on); letter from pres; latest update for Rubino concert
  - creative for posters (10/15 deadline for free printing) - distributed week of Oct. 25
  - design of postcards (will be mailed week of Oct. 25)
  - update of online calendars with concert info (Tracy T.)
  - review of how to better use Facebook & Twitter to generate concert buzz
  - press release(Kathy Williams:) sent to media Nov. 1
  - concert email will go out Nov. 1st with reminder message sent week of Nov. 8

- identified German organizations & marketing targets / will send info to them as SOON as its ready!
- Rubino concert details need to be identified for our concert season outline in the program, if possible.
- Print some stationery for Dana

#### **Concert Planning Team - Jan LeClair**

- Romey Concert- working on suggestions for connecting with our audience
  - creative staging -
  - German baked goods reception - people have agreed to bake already. Assign someone to organize and execute this at each venue if possible.
  - attire - casual black dress
  - Ken knows a guy that plays German accordion that could play while we pass the hat. Need to check with Kathy to see how she feels about it
  - Ken has sent a note to Kathy to see if she's worked with a recording engineer.
- Need to focus on getting an answer from Colombia Heights
- Linda will connect with Jerry on solo/ensemble idea for his concert. CPT will be responsible for finding the 2nd venue.

#### **I Planning Team - Linda Burk - *Goal #6 Develop our choral skills and effectiveness of rehearsals***

- Value of making weekly rehearsal recordings?

#### **Administrative Team - Dan Digre**

- **Review organization chart & volunteer positions.** *Goal: Broaden the volunteer base.*
  - Review/update current volunteer / org chart
  - Are singers who have committed to volunteering doing so effectively? Discussion of team member responsibilities and expectations for follow through from each team member - we need to transfer the sense of accountability that we have as a leadership team to our team members.

#### **Other items:**

- Discussion of Mark Countryman's request to do small solo/ensemble concerts under SIA banner.
  - Conclusion was that if it is going to be an SIA sponsored performance it needs SIA resources behind it. Right now, we are all tapped out and we need to focus on what we have in front of us. If there is sufficient interest in the group for this type of an event, then possibly we look at for next season and engage a collaborator to coach solos and ensembles. There are vocal coaches that specialize in this. Maybe that becomes a project for November / December.