

SIA Leadership Team Meeting

Saturday, March 27, 2010

MISCO / 9:00 AM - 1:00 PM

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

Report 1 - Artistic Team Report

MYS concert:

- We need to get directions for our Monday rehearsals, OH parking info, and Sat dress rehearsal times to the singers so they can best plan. Penny will call and/or visit UMC to get a better feel on parking and directions and send them to Dan. Dan will put together a logistic sheet for singers emphasizing we NEED to be on time and probably early to rehearsals. **Call for dress rehearsal 11:15.**

Spicer

- Discussed having Schele continue to be the primary contact for FLC and GLBB to avoid confusion and disorganization - one funnel for all the details - the discussion
- Need to create a concert coordinator guidelines with common questions from each team that should be addressed by the CC. Team leaders send their ideas to Dana to coordinate.
- Dana will ask a member of the chorale to MC the Spicer concert and weave the TWISS theme clearly between our concert pieces.

Next year concert schedule

Fall

- Sandra Peter from Luther College - Jessie Clausen is the concert coordinator for this concert. She is requesting guidance for how to proceed now that we have an affirmation from Sandra to conduct this concert. Concert Coordinator protocol should be given to Jessie when completed.
- Concert theme discussed is "Fall in Love" with max of 8 chorale pieces & fill the rest with 3 or 4 small ensembles, duets or solos from within the group, that are rehearsed outside of normal rehearsal time.
- Venue discussion - MacPhail is inexpensive and a great size. May need a bigger venue if we collaborate with Sandra's choir from Luther. If we decide to do a concert in Decorah perhaps we could collaborate with another adult group in Decorah (church or community). Then have a different collaborating ensemble in Mpls? Concert Coordinator should talk with Sandra Peter to find out what the feasibility of these ideas are from her perspective.

February

- JD Steele - Dan Digre is the concert contact (initially) for this concert. Dan will contact JD Steele to further pursue a commitment. Concert would be much like the Nick Page model of audience involvement, but with a gospel genre.

April & Run out - artistic team still working on those details.

- possible concert with Nick in Willmar in the spring (offer has been made from someone to underwrite the expense of this concert concept & to bring Nick in to collaborate). Linda will pursue the idea with Nick Page
- Still possibility to work with MYS again - need to further discuss whether or not our group is large enough to support an orchestral work with its sound.

Report 2 - Marketing

- **Spicer** - coordinating efforts with Schele

- Bus is booked through Lorenz (total cost is \$681.94 + tip for driver). Penny & Schele are working on possible meals for chorale. We will have some sort of lighter lunch at church (soup & sandwiches) and then something like pizza for the bus ride home. Schele is going to check into getting the food free or discounted through her contacts.
- Marketing plan:
 - Print: Ad in the West Central Tribune is only \$90/will appear the Thurs. prior to the concert in the events section
 - Penny will produce a radio PSA to give to contacts at the stations in Willmar to play in open spot inventory. [Mike will provide Penny with some audio from the Forest Lake concert recording to use in the PSA.](#)
 - Concert posters will be made and given to Schele's mother to put up around town
 - Penny will design and print postcards also to be given to Schele's mom to hand out at civic organizations she belongs to. We could also put these at the church and the music store of one of the Green Lake Bluegrass Band members, etc.
- Concert theme will be a "joint" performance vs. a "collaboration." Marketing images will be very general and "springlike" to avoid any conflict between the two musical styles.
- Concert program
 - Content will be taken from the previous programs, since our music is all repeat between TWISS and Grateful Gatherings.
 - Schele expects around 200 people to attend concert - we will print 350 programs to be optimistic!
 - need a list of pieces bluegrass band will perform - [Linda put this on her list of items to ask the band leader when she gets in contact with him.](#)
- Need to find out what (if any) involvement/assistance there will be from the Bluegrass band in marketing the concert, generating programs, etc. so we don't duplicate efforts. [Penny will put together a list of questions to pass along to Schele to ask her contacts.](#)
- [Itinerary for the day:](#)
 - 9:45a - Arrive at Mayflower and board bus
 - 10:00a - Bus leaves for Spicer
 - 12:30p - Arrive at Faith Lutheran in Spicer
 - 12:30 - Depart bus and have lunch at church
 - 1:15 - 2:15 - Warm up & rehearsal with Bluegrass Band
 - 2:15 - 3:00 - Downtime prior to concert
 - 3:00p - Concert begins
 - 4:00 - 4:30 - Reception after concert provided by FL Church
 - 5:00 - bus departs for Twin Cities (pizza provided on board for dinner)
 - 7:30 - 7:45 - arrive at Mayflower Church

Marketing General

- Ken has offered to make a pitch to Thompson for pro bono printing.
- Next newsletter will be out the week of April 5th and will highlight the MYS concert, Rummage Sale, Spicer concert, new audio/video from TWISS (if available), recent publicity (EP News, Choral Express)
- The marketing team enthusiastically welcomes Lisa Munson to the team! She is already working on posters for the rummage sale with Sheri Williams!

- Logo - Sheri & Ken Williams have offered to be the interface with Michael Waite on the last request for a logo design. Penny has offered to pay him an additional \$100 for this design as agreed to in initial discussions prior to him being hired for the project.
- Summer marketing projects:
 - jump start on next season design for promotional materials
 - concert season mailing (can discuss at a future leadership meeting)
 - concentrated media contact for articles/stories on our first season accomplishments

Report 3 -Administration

- **SIA By-Laws**
 - Action: I'll present a copy to be reviewed and discussed at a future meeting.
 - Update of Non-Profit Board protocols. Things that need to be addressed by the leadership team in the near future:
 - Is the Leadership Team the "board" or does it include outside consultants (members outside of the chorale that can offer expertise to us in certain areas)
 - Basic Group succession protocol
 - List of protocols from an operational standpoint
- **Singer handbook/protocols**
 - We need to codify many of the group expectations into a written document which can be printed or posted in the member portion of the website.
 - leadership team will brainstorm items for this "handbook" protocol and send them to Dan & Dana
 - Dan and Dana will draft language for this to be reviewed at the next meeting.
- **ACDA Community Choir Session on March 4th @ NCACDA - attended by Patti.**
 - Patti has summary of meeting.
- **Rehearsal Venue for next season**
 - Confirmed that we can continue to use the chapel at Mayflower next year and that GTCYS will also be there. Artistic team would really like a space that can we can move around in more easily,
 - No new research has been done on this since the last meeting. Sheri Williams is checking into a church near the University that we did recording at in the past.
- **Discussion of Artistic Leadership for next Season**
 - Leadership team thanked Linda Burk for her extraordinary efforts to bring the group where it is today and recognized the incredible undertaking that this has been for her and the artistic team. Her leadership and talent as a conductor and rehearsalist are amazing and we are profoundly grateful to her for sharing herself with us in this pivotal inaugural year.
 - Linda expressed that the tasks assigned to the artistic team are just too much for one team, let alone the burden carried by the artistic team leader, by way of number of hours it takes to keep everything moving week to week - let alone looking ahead to the next performances. Especially to expect someone to do it on a volunteer basis and be able to sustain it long term.

- Linda is going to write up a task list for the artistic team and team leader. Leadership team will then discuss how to better segment those tasks to different facets of the leadership team and amongst the chorale members.

Report 4 Financial Team

- **Budget and cash review** -SIA is sitting with a comfortable cash balance due to expenses for the last concert being less than anticipated. Mike would like to revisit exploration of logo and website cosmetic development. These are very important to developing the image of SIA and I think we have the budget for it.
- Would like the leadership team to consider spending \$\$ on two things:
 - Set aside \$\$ to finalize a logo (hire a new designer if Michael's last design does not meet approval) and to develop the website design.
 - Penny will contact Betsy (the other preferred designer) to see if we can work out a reduced rate for her design services.
 - Penny will coordinate website updates with Ken prior to the next newsletter being sent.
 - Set up a professional recording session to archive this season's music and potential make a CD that we could sell for additional revenue at our concerts. Mike received a proposal from a recording professional that offered to come in and record for FREE, but would take a cut of all profits made from it.
 - leadership team discussed whether or not the chorale is ready artistically to record
 - Discussed making the recording of the Forest Lake concert available to chorale as a keepsake at \$15/CD, as a small end of year fundraiser. Quality of that recording is not good enough for public sale. Dan will poll the chorale to see if there is enough interest in this to proceed.
- **Question about financial arrangements in Spicer.**
 - What is our financial arrangement Re: donations/revenue with bluegrass group? Is there a charge for the venue? Mike will make a list of questions for Schele to address with the contacts at the church and bluegrass band.