

## **SIA Leadership Team Meeting Notes - Thursday, July 29, 2010 - 6:00 p.m.**

Attending the meeting: *Dan Digre, Jan LeClair, Linda Burk, Dana Skoglund, Ken Williams, Mike Borg, Penny Meier*

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### **Process Team - Dana**

#### **Retreat Planning updates**

- SPA is booked on August 24th - 6:00 set up for potluck 6:30 EAT, 7:00 program-financial - season overview - rehearsal of some sort - handbook passed out and key points discussed - organization chart with jobs and people to put cards on it
- Request to have a review on how to use Google Docs - Ken will lead
- Retreat request to have a section leader meeting at the event. Patti, Jody, Dean and we need to identify a bass section leader when we get the section set.
- Thank you notes going to Dean for his hospitality at the summer picnic. Dana also sending thank you notes to singers that made it through the entire season and decided to leave. Those notes will also include a self-addressed stamped envelope asking them to respond to questions about why they left and "words of wisdom" for us going forward.
- **Dana will ask Kris Potter to be the treat manager this year**
- Ask people to jot down a couple sentences on why they sing with SIA

### **Marketing - Penny**

- Relaunch of audition invite for August 12th
- Send out concert season email / postcard? Will wait until dates/venues are more concrete - hopefully by the end of Sept.
- Working on letterhead / envelope design
- Start design of Nov. postcard
- Ken will take the business card template and revise it for printing and get it done in time for next auditions - Penny will take care of printing.
- Discussion of changing out tag line
  - should we put it out to the chorale and have people put ideas on a poster at retreat
  - our uniqueness is our collaborative nature - we should emphasize that
  - table serious discussion until next meeting

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

*Romey Concert:* Jan and Jessie are concert coordinators for Fall concert:

- **Dan is checking on ULCH as a venue**
- Other venue inquiries made to Hamline (Sundin Hall) and Antonello
- Northwestern Seminary also suggested as possible venue

*J. D. Steele Concert:* Rachel and Schele are concert coordinators for winter concert

- Still considering MacPhail Community Youth Choir
- Contacting Columbia Heights HS choir
- Concert sponsorship may be pursued to cover concert costs - then all proceeds gathered at the concert would go to the boys school in Kenya that J.D. is involved with.
- One venue at school - the other a larger public venue to support a larger audience. MacPhail space is likely too small for this concert
- Board approved structuring this concert as a benefit for this Kenyan Boy's School as long as we secure sponsorships
- Possibility of raising additional dollars to record the concert and continue to give a portion of the proceeds to the school.
- Next step involves J.D. to nail down sponsor opportunities, collaborating youth choirs and venues.

- **Mike Borg will call JD** to solidify his assistance in gaining sponsorship support for the concerts so we can promote them as “benefit” concerts for the Kenyan Boys School.

*Rubino:* Paul Skavnak and Jan are concert coordinators for spring

- waiting to hear from Garlachen Community choir - meeting August 14th to discuss a collaboration with SIA
- unity singers with Ruth Palmer are a back-up group

### **Rehearsal Team - Linda**

- Linda is working on job descriptions for her team and solidifying volunteer commitments
  - GOAL: Broaden volunteer base- sharing the work load
  - Need base section leader, instrument coordinator
- Auditions - Mark Countryman is the audition coordinator and is doing a GRAT job
  - GOAL: Increase our ensemble size
  - July 27th auditions brought in 2 new singers (S-A-T)
  - Next audition is Aug. 12th 6:30-9:00 p.m. (5 singers already signed up)
  - NO BASSES auditioning yet and that is our greatest need.
  - constant contact announcement increased interest in SIA auditions!
- Dan has sent out an audition invitation to the neighborhood associations around ULCH with great response. ULCH is also running an announcement in their bulletin and sending an email to their congregation.
- Add to handbook that it is the absent singers responsibility to contact the section leader on what they missed. Rehearsal announcements will be posted on the website. Rehearsal planning team will post rehearsal announcements on a blog page on the website.
- Prior to the start of rehearsal, Mark Countryman will announce who is going to be late or missing from each rehearsal

### **Technology Team - Ken**

- Donations acknowledgement letters are sent out (about 35 left to send)
- Request to Ken to add new email addresses to Constant Contact
- Concert calendar has been updated to date
- Website design - Mike will contact Kris to find out when he can meet the 2nd week of August - for a lunch with Ken, Penny & Mike
- Facebook integration -- for both singers and the public, we can link the two using the FB login information.
- Media Cart - Ken would put together a CD player, speakers, IPOD plug, power, laptop plug and a microphone. Could scour E-Bay for a projector
  - Ken, Mike and Dan will have a meeting to talk about the best recording options for rehearsal recordings.
  - \$500 in the budget for the media items
- Ken will go to Mayflower and get our stuff out of the closet.

### **Ken's Task List:**

- Create a Leadership Blog that we (perhaps mostly Dan & Linda) can use to send announcements, etc. to the group, so it's available on the web site & sent to choir members by subscription.
- Update the email addresses in Constant Contact with our latest info.
- Set up a meeting with Chris/Kris & Mike about web site details
- Set up a (virtual? email?) meeting about the media cart.
- Make the media cart.
- Help Penny design & print a smallish quantity of business cards for members to have on hand.

- Put together an intro to Google Docs for the retreat.
- Post the concert program to the concert calendar, when music details are received from Linda/Dana/Jan.
- Include list of singers on the “About the Ensemble” page of the website.

### **Financial Team - Mike**

- Discussion on proposed budget
  - Beginning cash on hand is \$12,000
  - Not included in the budget is a finished CD (recording is in there) & recording the Steele concert
  - Revenue assumptions are
    - singer contributions \$80 each
    - Grant income from Qwest and hopefully Thomson Reuters
  - Does not include any private donations from leadership group, chorale or other individuals
- Ideas for additional fundraising:
  - dinners with collaborators
  - Morningstar Recording
  - solicit specific donations from donors that would be used for matching grants
  - solicit specific support of the recording sessions for the chorale
  - discuss making the Steele concert a benefit concert and solicit sponsors with JD
  - develop concert related items that could be sold at concerts
  - movie night fundraiser - high cost but potentially high return and would take a lot of effort to get lots of people to attend
  - employer matching grants
- Financial commitments from leadership team need to get to Mike ASAP
- Leadership unanimously approved the proposed budget as submitted

### **Administrative Team - Dan**

- 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:
  - Broaden volunteer base - sharing the work load
  - Increase the funds and the funding base
  - Expand the roles and contributions of our hired collaborators
  - Increase audience size
  - Increase our ensemble size
  - Develop our choral skills and effectiveness of rehearsals
  - Develop our succession planning and work as a 501c3 organization
- Reviewed and made updates/changes to org chart & volunteer positions
  - the work of each team in the organization needs to be documented
- Reviewed and made revisions to the handbook
  - Dan will update Lisa Munson
  - discussed printing and distribution and loading the handbook on the website
- Printing music for Romey concert vs. buying music
  - Request assistance from Thomson Reuters for this
- Create a singer database / resource
  - includes contact info (as currently shown) cell phone and provider for sending out urgent SMS messages
  - Musical and organizational talents
  - volunteer tracking

- Improve library by improving information on spreadsheet - Update from Tad
- By-laws update - we need legal assistance to complete this. Dan has contacted Tim Hearn three times but has not received a response. Will seek assistance elsewhere.

Meeting adjourned about 9:45 p.m.