

SIA Leadership Team Meeting

Friday, December 4, 2009

6:00-9:00 pm - MISCO

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

Financial Team Update (Mike Borg):

- Discussion of budget
 - Projections of Nick Page expenses
 - Discussion of rehearsal accompanist vs. hiring for performance - decision was to stay with the current model through this season
 - **Dan will discuss need for an accompanist with Nick**
 - Linda shared that Park Center is giving us \$1,000 of their grant for the Nick Page Concert
- Discussed Nick having dinner with Nick the Tuesday he arrives (prior to our rehearsal)
 - Fundraising dinner Wednesday night -- roundtable discussion with Nick to talk about community singing -
 - discussion of structuring it as a potential staff development for choral educators or an intimate home dinner
 - **Dan will check on the availability at Olympic Hills for a private dinner (10-15 people)**
- Linda followed up with Jerry to get post-concert feedback and to see if he wants to do an additional concert at his church
- Discussion of Grant application process
 - Need to plan our next season and then see what applies for project specific grants
 - Board decided that it was important for **Mike to contact Margot Willett for some direction on timing and insight into the grant process**

Administrative Team Update (Dan Digre):

- Discussion of the summary of singer feedback
 - Items that need to be addressed:
 - What measurement tool are we going to use to monitor our artistic progress over time?
 - how do we measure the accountability of the ensemble?
 - challenge is to become "conductor-proof" - not to wait for the director to make you sound good and be up to the standard of what an incoming conductor expects
 - We should articulate our artistic criteria (that we've learned from each conductor) and have them in front of us at rehearsal
 - Revisit some of the things we encountered in previous concert
 - **Ken will create an email survey asking the chorale "what have you learned that you want to continue to apply" - musical specifics, what did I learn about my personal singing and musicianship & what did I learn about my personal responsibility in concert preparation**
 - **Dana will also have white cards available at rehearsal for those that prefer to write their answers vs. email survey**
 - Request from artistic team to give us direction on memorization - identify list of songs sooner rather than later

- Artistic team will make that decision by one week from Tuesday (12/15) based on how the pieces go in rehearsal and input from Nick
- We now have general liability insurance through the Hartford - \$646/year.
- Discussion of organizational policies that apply to the board of directors

Marketing Team Update (Penny Meier):

- Logo discussion - Penny will meet with Michael to see if we can shape a concept for him to craft into a workable design with no further cost to SIA. Ken will assist with oversight of design with Michael - if Michael agrees.
 - Dan, Mike & Linda will also contact people they know who may be able to create a design pro bono
- Mike will talk with his nephew about designing the skin of the website without the logo
 - leadership team will submit a list of websites to Mike that we like for content design
- Discussed program project process
 - same as last concert
 - rehearsalists are already working on music research - request was made that someone who has read the book (TWISS) should be the one to weave the concert notes together.
 - discussed listing donors in program for this concert (without listing levels of contribution).
- Discussed generating a End of Year Donation letter (snail mail) to send to a select group of close friends, family, WV donors that would also include a picture of the group, a self-addressed stamped envelope, upcoming concert info, etc. It was determined that in the interest of saving time, we would send an email EOY Donation letter via Constant Contact. We will focus on a mailing at a nother time.
 - Penny will create this and have it ready to send by 12/15/09.
 -
- Schedule of upcoming Marketing Deadlines for TWISS:

Marketing Timeline for Concert Series #2:

Dec. 7 – 11	Continue media ccontact efforts with SIA message & TWISS Target MPR & Star Tribune, Pioneer Press, MSP Mag and MN
Monthly	
Dec. 15	End of Year Donation communication (letter or email)
January 8	Email Newsletter sent Contact community groups with concert info
February 1	Press Release sent to media Concert program content ready for layout
February 8	Concert reminder email
February 8-12	Follow up calls to media (especially 8-days out and high visibility calendars)
	Concert program layout
February 15	Concert Program to printer

Artistic Team Update: (Linda Burk)

The RePrev time gave us a lot of information and direction for moving forward. Thanks to DANA for his outstanding work.

- TWISS
 - Concert pieces we are considering for TWISS concert have been chosen and ordered.
 - Thanks to Dan, Patti and Jan for doing the final leg of this journey.
 - The choir will be giving their input on the final programming.
 - **Dana will develop a process for this.**
 - Our team of rehearsalists include Dan, Jan, Patti, Jody, Terry and Linda. This has already proven to be an outstanding team of leaders.
 - Our team of accompanists include Dana, Ken D, Jody, Rachel, Monica and Noreen. Dan made a good suggestion to have 2 accompanists work on each piece so that they can alternate and still rehearse with the group. They all felt this was a good idea.
 - They requested that Linda assign them pieces and they will take care of alternating.
 - Linda will send out a rehearsal order by Friday each week so people can rehearse over the weekend.
 - Feb. 16 rehearsal with Nick Page - looking into rehearsing at Park Center that night since Mayflower is a challenge.

Discussion:

- develop collaborator post-concert feedback questions as an other reflection tool for our concerts. (I will send this out to Jerry)
- develop learning tools for the pieces on TWISS concert. **Memorization will be a priority at rehearsals for this concert series.**
 - REQUEST: ideas and resources for learning tools to help with memorization for this concert.
 - **Suggested using GOOD recordings for to help with memorization**
 - **Rehearsalists will be asked for additional memorization techniques**
- Update on MYS concert - Terry Burk is concert coordinator. Music will be available to chorale soon.
- Update on Wilmar run out concert: feelers are out for collaborators, venues, dates, etc. Schele Smith is the concert coordinator for Wilmar.
- January planning for 2010-2011 concert season to arrange for collaborations.

Technical Team - Ken Williams

- Ken will focus on further website development and survey to the chorale