

Meeting of the Committee Chairs plus Denise April 9th, 2013
At Lorrie Bonaventura's office.

In Attendance: Lorrie Bonaventura, Denise Worker, Eliza Hicks, Ellen Telzer, Gordon Reynolds and Jason Asbury.

We talk about the website. Some members are having trouble navigating it. We need to talk to Christine Mackellar about it.

CONCERT

Lorrie contacted Jill at BSO. We need to sort out the box office plan. In the past we split the box office. They use a suggested donation, \$15.00.

Soloists will be \$1000 each, \$4000 total for 2 rehearsals and 2 performances. We pay for this. BDO takes care of instrumentalists and venue.

We will have to print the postcard and program.

We discuss if we want a video of the concert. David Merrill records audio for \$400.

We discuss getting the roster up to date. Perhaps we could ask section leaders to help?

Ellen Telzer Reports:

Ellen says that we have raised \$5652 since August 1st. She wants to send a letter to Friends who have donated in past years, but have not done so this year.

We need to talk about the Campaign to the chorus members.

We discuss our various address lists and email lists - Vertical Response, Coco Dot, which went out of business. Ellen has a list of 1600 addresses. Amanda Pekoe, the PR consultant we are hiring with BAC grant, will help us organize what we need.

Jason suggests we use our Facebook page more.

BAC GRANT:

Eliza will call Amanda Pekoe and arrange for her to meet with us this spring, and then create her report/plan for us, so we can study it over the summer. We will implement in the fall, using the Pekoe Group's coaching over the phone, sometime September/October.

Board Recruitment:

Maura McGrath, Donna Epstein, and Lorrie Bonaventura will be gone next year. (Another?) We need 3 or 4 new people. We need someone with outside connections for us, perhaps someone who is not in the chorus?

Denise opens a discussion of whether our artistic level is keeping pace with our fundraising ambitions.

NEXT YEAR'S CONCERTS:

Commissioned piece and/or Ellington's Sacred Concert.

We discuss setting a budget for the commissioned piece. Can we wait to see how the AD Campaign and spring fundraising goes before committing? Jason suggests we decide who we are. If we are a Brooklyn chorus that commissions new pieces, then we should commit and go raise the funds for it.

If we do the Sacred Concert we would find partners. Perhaps a high school chorus. String Orchestra of Brooklyn? (We could share a commissioned piece with them too.) For Sacred Concert, we would need 15 instrumentalists, rented music – over \$10,000. It might be \$15,000 altogether. We could do a \$10,000 kickstarter campaign.

OR, in January we could do a "living composer" rather than a commissioned. (Brooklyn Strings does all living composers.)

Jason gives us a pitch to have dreams! This could be tied into our March Gala.

We will throw it out to the chorus later in April to gauge their interest. If it is positive, he will find a choral partner in May.

Jason will talk to Levin (City Council). We can get funds if we partner. Jason will talk to String of Brooklyn about partnering with us in January.

We decide to have a party May 1st, 6:30 before rehearsal - enhanced snacks and some wine. We need to make sure we can get a table at Grace Church. There was none last week.

Our annual meeting is scheduled for June 5th. At Jason's building? Or Guild Hall?
Where?