**Pemigewasset Choral Society**

**Board of Directors Meeting**

**June 8, 2021 - Revised**

**In Attendance:** Robbin Adams, Sarah Bunkley, Sue Chadwick, Deborah Corr, Eileen Curran-Kondrad, Will Gunn, Dan Hale, Mary Hazelton, Ann Nichols, Marilyn Pomerantz. Susan Scrimshaw, Allan Stern, Sarah Willingham.

**Absent:** Anita Ross, Logan Ross.

**5/4/21 minutes approved by unanimous vote**

**President’s Report-**Ann Nichols

* **Masks**- We discussed how CDC and ACDA guidelines apply to us. Most, but not all people in our group are vaccinated. Everything we are doing is outside. Master Chorale members are all vaccinated and will not be wearing masks. We are not concerned with the optics of this. We will tell choral society members that if they have been fully vaccinated, masks are not required. For the unvaccinated, masks are required. Will is comfortable with the honor policy since number of unvaccinated folks is small. We also will encourage masks for those who are uncomfortable being maskless. Eileen will have masks available for choral members and audience as well. Susan S., Ann, and Sue C. will work on the wording of our mask policy for our programs and the membership. Susan S. will send the wording out to board members for comment.
* **Concert details-Sat. June 19**. Call is 5:15 to rehearse *The Ground* with MC to 5:30 and continue rehearsing our music until 6:15 or so. Concert starts at 6:30. Program starts with MC (Pemi members will sit or stand near audience), then both groups sing *The Ground*. Pemi finishes program. No intermission. Concert will last one hour, tops. **Sunday, June 20-** call is 3:30, concert at 4:00. Both concerts are rain or shine. No rain dates.
* **Parking and riser transportation-**Plenty of parking: senior center, courthouse lot, and farther down past senior center. No parking in Rand’s lot. Pemi members should leave spots by steps free. Sarah will take care of arranging transport for risers.
* **Update from PSU for fall-** Rehearsal room at PSU probably won’t be available until 3rd week in Sept. Alternatives -possibly High School, Congregational Church. Winter concert at PSU is scheduled for 12/5. Ann will inform members and contact Guilford and Franklin to reserve dates.
* **Souhegan Valley Chorus tour invitation-**Ann will send the information out to Pemi membership.

**Vice President’s Report-**Marilyn Pomerantz

We have two new tenors. Lourdes Aviles’ sons, Chris and Michael Bramer. Chris is singing the solo for *Down by the Riverside.*

**Treasurer’s Report**-Deb Corr

* **Contracts**-Discussion about accompanist’s salary for this spring. It has not been paid- Susan S. moved and Marilyn seconded that we pay $2,000 to Laura. This will fulfill her contract for this year. Passed unanimously. Next year Laura will receive $6,000-$4,000 for accompanist and $2,000 for sectional leader. Deb will separate out the director’s and accompanist’s salaries in the budget for clarity.
* **Vote on budget Fiscal Year 6/1/20**-**5/31/2021 with added $2,000 for sectional leader’s salary-** Sarah made the motion, Marilyn seconded: passed unanimously
* **Financials**-Our finances are as good as they are because of the grant that Ann obtained. It saved the day! Deb will be filling our state forms due in October.

**Librarian’s Report**-Sarah Bunkley

All is well. Folders will be at next rehearsal. Large boxes will be available for non-xeroxed music after Sunday’s concert. Sarah appreciates any assistance board members can give to members struggling with how to make copied music work in their folders. Robbin will assist.

**Nominating Committee**-Dan Hale

Secretary training- Mary has talked with Kay about the position and has read a couple of past reports. Questioned when minutes go out to board members since the minutes cover a lot of timely information, i.e., upcoming concert. Ann will send them out for board’s review when she receives them from Mary.

**Publicity Report-**Susan Scrimshaw, Sue Chadwick

Susan Scrimshaw.-Two programs for concert: tri-fold printed program created by MC, and a more extensive online program accessed with the QR code on the printed program. Online program will include list of contributors from fall ’19, spring ’20 through spring ’21, full advertisements, singers’ names. Printed program will include in memoriam section listing names of members who have died. It will include a list of advertisers, and possibly singers’ names. Robbin will provide 6 ft. table for programs, donations. Representatives from each group will be at the table with a banner naming both groups and saying “Your donation today will help us make music tomorrow.”

Sue Chadwick-Coordinated publicity with Master Chorale. Press release sent out Monday night to local newspapers. Allan updated our website with the same publicity as a coordinated marketing strategy. Information sent to local online sites and churches. Would like to use Sendinblue, a formatted email program (see description from email Sue sent to board below) to send an electronic version of the flyer to members to pass on to friends and relatives. Facebook views are way up. So many ways to advertise, no need to purchase ads. Facebook and Instagram can be linked so information can be sent once to both. Will can do this for us. Will also suggests sending publicity to Jamie Pauly at Simply Sunflowers. She will repost on her Instagram account exploreplymouthnh.

**Discussion on using Sendinblue**

Ann wants to ensure that the email platform is no reply and that members’ email addresses cannot be accessed. Too many questions directed to her email as it is. Not convinced information will not be shared. Marilyn maintains the data base and is concerned about coordinating and maintaining email list with another platform. Wants to have only one data base. Sue wants to use Sendinblue it as a marketing/communication tool. To resolve this issue for now, Sue will send jpeg of bookmark to Ann to send out to membership.

**Excerpt from Sue’s email for reference*-Here is how it works:****instead of sending text-heavy emails to our membership when we have information to impart, Sendinblue allows us to send a very readable, formatted email that includes pictures and colors, and links, all of which increase readership.  The account is password protected, to only allow a few admins access to the account.  Our member emails are stored as contacts, and their privacy is protected because everyone’s emails are not displayed when one receives this message.  The From line says Pemi Chorus, and the Reply To line can be the Pemi gmail address that goes to Ann, OR an**Info@Pemichorus**email that can be directed to another board member, if desired. It is not using any different email platform than we already have—except it allows for nicer looking communications, and can support future Pemi newsletters to our members. This platform also allows us to track open rates, resend important emails to those who have not opened them, and can also segment our members by current singers, or former singers, etc.*

*My intent is to provide members with a quick, digital way of promoting the upcoming concert to their family and friends —elevating the bookmark to a much broader distribution potential, plus adding some copy about the directors, the content of the concert, and the outdoor venue.*

*If you approve of our use of this email program, there are many, many opportunities to link formatted newsletters to the website and increase overall exposure of the Pemigewasset Choral Society.*

**Discussion of communication, publicity, and role of Sendinblue to be continued at next meeting.** Robbin made the motion, Marilyn seconded. Passed unanimously.

**Next Meeting: Monday, August 2, 5:30, location TBD**

Allan will check with the Library for space.

Respectfully Submitted,

Mary Hazelton, Secretary