**Pemigewasset Choral Society**

**Board of Directors Meeting**

**August 2, 2021**

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

**Absent:** none

**7/8/21 Minutes Approved by unanimous vote**

**Director’s Report-Will**

**Winter Concert**

Sunday 12/5 confirmed with Silver center staff. We are in the brochure. Ann will confirm Gilford and Franklin for Thursday 12/2, and Friday 12/3.

Note of interest: Silver is open on Monday holidays if we need or want to take advantage of this.

Winter Program is set. Main work, “Snow Angel”, by Sarah Quartel is a five-movement choral piece with cello and narration. Narration may have to be abridged.

**Spring Concert**

“Requiem for the Living” Dan Forrest. Collaboration with the PSC Chorale and Chamber Singers under Harmony Markey, Thursday, April 21 at Silver. Friday, April 22 in Franklin. No Gilford concert this spring. Will is not concerned about space for singers and orchestra in Franklin. We will not have to pay for the use of Silver Center for this concert, but will probably have to pay for the orchestra.

**Discussion on possible future venues and concerts**

The PSU calendar now has to conform to the UNH system, making it complicated and difficult to schedule. Ideas for alternative performance venues: Colonial Theater in Laconia, Franklin Opera House, another June concert (perhaps Pops) in Plymouth amphitheater with Senior Center for backup. Congregational Church, Plymouth, has offered space for rehearsal, storage, and concerts.

**Vaccination Policy**

* Board voted unanimously that anyone who sings or plays with us is required to show proof of vaccination.

**Mask Policy**

* We reserve the right to require masks if circumstances require it. Will have some available at rehearsals.

The information about vaccinations will go out in social media and on the website.

**President’s Report-Ann**

**Update from PSU**

Waiting for contract from PSU for fall rehearsal schedule. First rehearsal, Aug. 30, may have to take place somewhere else.

**Board retreat – Deb Corr’s home- for ½ day in Jan.- specific date TBD**

Goals

* Roles and responsibilities of each board member -people doing existing jobs write them up for review at meeting
* Create a book of procedures to supplement by-laws
* Briefly review by-laws
* Create a survey for Pemi membership
* Discuss possible change of venues, dates, concerts

**50th Anniversary Celebration**

Next year is the Pemi’s 50th. Ideas so far- invite past board presidents. Susan-special fundraising to solicit legacy giving to build a small endowment to ensure 50 more years of the Choral Society. Keep thinking of ideas for an ongoing discussion.

**Vice President’s Report-Marilyn**

Member lists are current. Let Marilyn know of interested singers or folks dropping out. Sue will pass on names of folks who signed up at spring concert. Marilyn ill be printing registration forms for opening rehearsal. Paper as opposed to digital registration works because it’s an easy way for music librarian keep track of folder numbers.

**Treasurer’s Report-Deb**

June concert cost $4,267. The sound system was expensive and we did not collect all the donations we might have because of the placement of the donation baskets. Deb felt it would be helpful in the future to know ahead of time what costs for a concert like this would be. But she looks at it as a learning curve and something that will be a help in planning for the future. Maybe we could find a sponsor to two for next time. If there are any questions on the budget figures let her know. We are on sound financial footing. The board agreed that the concert was special and well worth the expense. The quality of the sound justified the cost and an outdoor concert generated a lot of good will and support in the community. Ann thanked Deb for all her hard work on the budget and the coordination with the Master Chorale.

**Nominating Committee-Dan** nothing to report

**Publicity Report-Anita and Logan/Susan**

**Communication Guide** for Pemi Choral Society presented by Ann

The following is a summary. The complete document is at the bottom of these minutes for your reference.

PSC will use Gmail for all **internal communication** with chorus members, board members and others that need to receive timely specific instructions and information regarding concerts, venues, music, etc**.** For **External communication** we would use a marketing platform whose audience would be chorus members who opt in, donors, advertisers, sponsors, media, etc. The platform chosen would be used for member newsletters, marketing materials that can be shared by members, press releases, fundraising letters. The Marketing and Donor Relations committee will maintain the email list and will honor unsubscribe requests within 7 days. Proof of opt in for each contact will be required.

**Discussion**. Sue C.- Object of internal communication is to build community among members, facilitate information. (Sue’s document, which was distributed at the meeting, is at the bottom of the minutes) . Others- Using Gmail for internal communication does not preclude making it “prettier” if there is time. Ann-Internal information to our members must be done with Gmail because members can opt out of the marketing platform. Compromise suggestion by Susan S.- Concentrate this year on using the platform to make our external communication professional and polished. Keep internal communication basic with embellishments if time.

**Decision** Susan S. motioned and the board voted unanimously that we follow the communication guidelines created by Ann and use Gmail for internal communication, and a marketing platform chosen by the Marketing and Donor Relations committee for external marketing and communication. Publicity can polish up internal Gmails if there is time.

The Marketing and Donor Relations committee will choose a marketing platform to present to the board at our next meeting. A platform that charges a fee can be considered if it fits our needs better.

Ann would like to see any publicity before it is sent out.

Susan S. thanked the five-member Marketing and Donor Relations committee and Ann for all of their hard work on this.

**Current Publicity**

* Website-Allan updated 2 weeks ago. Ann will get rehearsal schedule to Allan when she receives the contract from PSU.
* Facebook-Sue. We have new visitors and likes daily. 500 people following. June concert enhanced an awareness of the group. 2500 views of the video from that concert.
* Instagram-Logan-we are on this. Address is @pemichoral

**Fundraising-Susan**

* Susan will find a sponsor for the cello for the Dec. concert
* Fundraising letter will go out in October
* Need to start working on getting ads for Dec. concert
* Confident we can raise the money for the orchestra in the spring
* Sue C. grant money is still available out there-maybe we can pursue

**Librarian Report-Sarah**

All the music back from choral members. Will will track down the rest.

“Life as a librarian is delightful!”

**Other**

People attending on zoom will be counted for attendance.

We will be having sectionals

**Next meeting-Monday Sept. 13, 5:00 pm, Location TBD**

First Monday of each month after Sept.- Allan will arrange with Pease Library

Respectfully submitted,

Mary Hazelton

**Communication Guide for Pemi Choral Society**

**Internal Communications via Gmail**

AUDIENCE: Chorus members, board members, PSU staff, 3rd party vendors we work with, local organizers of other performing groups, etc.

* + - Allows for quick, time-sensitive communication from the Board or its members to chorus members when a specially designed piece is not needed, or when time does not permit for the creation of such a document.
* Rehearsal time and location change
* Timely distribution of music via attachment
* Last minute instructions or communications that must be disseminated quickly
* Can be used to forward community events from other choral groups, churches, performing groups who have provided their own marketing piece for dissemination.
* Members who request rides to rehearsals/concerts, or has information to share with the rest of the chorus.
* Last minute instruction from the Director
* Provides for a way that members can contact the Board President for confidential communications.
* Provides a platform to distribute necessary attachments to board members and or committees in advance of meetings and allows for the exchange of documents by outside parties (our insurance company, our fruit fundraising vendor, etc.)
* Provides our external contacts a way to directly reach the President or other designee when negotiating contracts (PSU staff included), coordinating performance dates with other performing groups and venues, etc.

**External Communications**

AUDIENCE: All chorus members who opt-in to receive marketing & fundraising material, external donors, advertisers, sponsors, the media, and all others who have an expressed interest.

* Member Newsletters
* Marketing Materials (posters, brochures & pamphlets that have been Pemi branded) for all events we are promoting that can be shared by members to other interested parties
* Concert Newsletters
* Media Press Releases
* Fundraising Letters

Rules of Engagement:

1. Members will be given an opportunity at fall registration to opt in to receive marketing material.
2. NO email addresses will be added to the Sendinblue marketing list without consent – which is an expectation of Sendinblue.
3. The Marketing & Donor Relations committee will have full responsibility to maintain the marketing email list and will honor all UNSUBSCRIBE requests within 7 days.
4. The Marketing & Donor Relations committee will be responsible for providing proof of opt-in for each of our contacts as required by Sendinblue and agrees to follow the rules as outlined by Sendinblue below:

**Sendinblue: Consent of the recipients**

* As described in the introduction, at Sendinblue we believe that emails/SMS have to be expected by the recipients. That’s why the following rules must apply. These rules are not exhaustive and Sendinblue reserves the right to suspend the Account of its Users for any behaviors that are likely to impact the efficiency of the Service.
* Bought & scraped lists are strictly prohibited
* You must have the consent of your contacts, and it must be:
* Active: the contact has to check a checkbox to subscribe to your newsletter AND the registration checkbox CAN’T be pre-checked
* Explicit: the contact knows which kind of messages they will receive and for what purpose
* Specific: the opt-in can’t be provided via a unique checkbox used for multiple purposes (Terms of Service / Privacy Policy acceptation + newsletter registration for example).
* There must be one checkbox per data processing purpose, meaning you must ask for explicit consent for the purpose of registering an email address or a phone number in a mailing/phoning list used for commercial prospection purposes.
* Partner opt-in and co-registration must appear on the opt-in form: the name of all of the partners must be displayed (and easily available) and limited to 10
* You must be able at any time to provide a proof of opt-in for each of your contacts
* All of your marketing/bulk emails (meaning every email but the emails that are sent or triggered directly by an action of the user) must include an easily available “unsubscribe” link
* All of your marketing/bulk SMS must include a process complying with the applicable law that allows the recipients to easily stop the sending of such communication.

**Proposal: Platform for Pemi Choral Society Marketing and Donor Relations**

Sue Chadwick for the Marketing, Communications and Fundraising Team

The Pemi Choral Board voted at its last meeting on June 8, 2021 to continue the discussion about having an emailed newsletter. Please refer to my email to the board of June 5 for the original proposal. The following are responses to some of the concerns voiced at that meeting:

1. Automated email services such as Constant Contact, MailChimp, or Sendinblue were created to facilitate the distribution of emails to large numbers of email addresses at one time, without the likelihood of “clogging” a mailbox.
2. These services also utilize easy-to-use design software to create professional looking, customized newsletters to send to an organization’s contact list. There is ample data that shows that people are more likely to open a newsletter that uses graphics in an attractive format. In addition, important information is more likely to be remembered by readers when highlighted by accompanying graphics.
3. Automated email services also enable list management, list segmentation (eg., members, donors, current singers, past singers), and can integrate social media.
4. NONE of the above-named services have access to the emails of its client’s contacts, and each has very strict privacy and data protection policies that prohibit their use of client’s contacts. (see attached statements re: privacy and security)
5. The automation software of these services can know if sent emails have been opened, or have bounced, which is very useful to clients to know if newsletters are being received.
6. **The primary Pemi member list would still be maintained by Marilyn Pomerantz**. She would send me the list to upload as contacts for one of these services. Any changes or additions that Marilyn receives would be shared with me, as I would share any information about bounced or non-functional emails with her.
7. In response to, and acknowledgment of Ann’s concern about having to respond to more emails from the membership than she already does, I am volunteering to act as the communications liaison, and any replies to a sent newsletter with questions would come to my email and either answered (if simple/basic) or forwarded to the board member in charge of that area, such as wardrobe, for example, and Ann for queries or comments to which the President should respond.
8. We have a very large board, with differentiated tasks that could be better put to use around concert time to also ease the stress of the President. For example, if a newsletter had been sent out prior to the June concert with all the information, a highlighted section about What to Wear would have a built-in email link to Eileen; Information about music and/or Need a Music Folder? would link to Sarah Bunkley; Where to Park information, and then an email link to Robbin Adams (who volunteered to help with that.)
9. Several of our sister organizations such as the NH Friendship Chorus and the NH Master Chorale already use this communication format successfully. We would be stepping up to their level if we adopt this plan.

It is my proposal that we start with two newsletters each semester—

1. **A welcome newsletter** in late summer once we know where and when we will be rehearsing that will include, a brief note about Pemi, a profile of our president, Ann, and a profile of our music director, Will, some info about the music selections and the dates of the concert
2. **A concert details newsletter** prior to the concert with links to board members who can answer any remaining questions.
3. There might also be a fundraising newsletter for concert chairs in the Spring, if Susan Scrimshaw decided to do that. (Important to note that the majority of our donors ARE OUR MEMBERS.)

**I sincerely hope that the Board votes in favor of this effort to improve and facilitate communication with the use of an automated email marketing program.**

Respectfully submitted,

Sue Chadwick

August 2, 2021