

Octavo Singers Board Meeting  
September 12, 2018  
DOc-tavos

**Attendees:** Jerry Carroll, Frank Clapper, Diane Deacon, Judy Israel, Erin Kilmer, Kate Kilmer, Wendy Luft, Deb Palvus, Mel Wigler

The meeting was called to order at 6:59

August meeting minutes had been approved via email.

**Music Update:** CFW made 2 attempted to order G&S, both times told out of print, copied and put into binders, Last remaining music should have arrived by next Monday. Confusion about West Side Story hand out will be resolved in President's letter this week.

**Fundraising Committee:** Met last week, talked about: committee chairs, possibility of center pieces (florist donations), call for volunteers, need to plan meeting for volunteers, need different committees--will be mentioned in President's letter. SELL TICKETS. In the process of designing/printing tickets. Jerry does brown paper tickets, Kate does printed ones. Tentative sign up sheets for different committees by Deb. Food menu by Deb. One sheet or poster listing donors to event to be created

**Upcoming Events:**

Union St. Harvest Festival 10/13 Saturday. Sign up for--Diane

Carrot Festival 10/7 Sunday. Registered for--Diane

Need to sign up for Victorian Stroll--Deb

**Presidents Notes:**

**Budget:** Made many Strides. Discussion about more details about event (post mortem) How many tickets sold, at what prices, what instruments get paid what amounts. Including verbiage about the weather, date, etc. Discussion about Membership prices: need to increase donations in order to reduce/not increase dues.

**Donations:** Good, still need more. Need current incentives to go up on website. Include option to choose which incentive when making credit card payments.

Now handing donation forms out at rehearsal, encouraging matching gift offers. There is a spreadsheet of past donors (choir members).

Discussion of Frank's email (attached).

Potentially apply to Capital District Chamber of Commerce. Use \$400 from Spectrum Movie Theatre ads to apply for Chamber of Commerce. Maybe join Upper Union St. Business Development District.

Need a donor base that includes people outside of the group. Get ticket buyers to be new donors--Get president of board to ask at concerts, put it in programs, on tickets, etc. Need

someone retired/semi retired to network out, either a member or otherwise. Encourage members to make a list of places to ask for donations, including allowing a name drop. Still working on many corporate sponsors. Use Bill Cromey (sp?) to help with CDPHP. Include something in President's notes about looking for Donor Relations person. Need someone with passion for group and has contacts.

Mail the people who buy tickets asking for donations--names/addresses obtained from brown paper tickets. Can we afford to send mail all of the time? Or just emails? Need to wordsmith the campaign verbiage. Diane to send board old "Ask" letters as templates. Create a campaign, not being scattered about donors.

Revamping Incentives. Find someone who knows something to figure out how to revamp incentives. Maybe have tickets only be worth 15% of donations.

Find private practice attorneys to advertise to donate time to write language to make testamentary donations--work into letters, on website, in program, etc.

Donation sheet copy to Frank and to Kate for website.

**Motion:** By Diane to have Jerry print donation forms. Judy second. Unanimous consent.

**Venue Problems:** Difficult to find different venues with space (including risers with chairs), parking, prices, etc.

**Budget:** See attached. Wendy. Started with old budget, made changes as decided previously. Membership dues expect to lose some members, but increase in dues. So far collected \$9,695 in dues. Higher expenses because of fundraiser, but also higher revenue. Should still result in profit. Made conservative revenue estimates for donations. Scholarship expense re-added now that reintroducing. Add \$500 of misc. expenses for fundraiser. Budget still a working document. Subsequent reports should be compared to this.

**Fundraiser Tickets:** We NEED to sell tickets. We guaranteed 150 people. Put ads in the news papers? Ads on Spectrum--Mel gives Phone Number to Kate. Sell February tickets ASAP. Stop selling January 25. Kate needs to print tickets for all concerts ASAP. Jerry needs to get Brown Paper Tickets up for all concerts, ASAP. Kate to make posters about the fundraiser and the 50/50. Full page ad in Messiah program for Spring fundraiser (color back cover--if no one buys ad). Brochures to hand out at all programs and concerts. Can we advertise at Glen Sanders ahead of time?--Judy. Need table to sell people fundraiser tickets at Messiah. Lots of logistics problems. Discussion of making front of door easier.

50/50 Raffle: Once at ESP before Christmas. Can we sell at Union St? Advertise tickets as stocking stuffers. Send Kathy Hodges to Colonie Center (11/2, 3, 4; 12/1, 14, 15, 16)? Don't push on members as much. Have the 50/50 go specifically towards scholarship. Remove \$527 earmarked as scholarship revenue from budget.

Need different type of ticket for fundraiser. Need people to submit name and email or phone number when tickets are purchased. 'No refunds' on ticket.

**Chamber of Commerce Membership:** Perks: be listed, access to their programs, access to breakfast and cocktail hours to network. How do dues work?--Diane to find out and email board.

**Nominating Committee:** appointed by president: chair, member of BOD, member of membership (need email call). To nominate first VP, President, member at large (Mel's position). Figure out over email.

**Scholarship:** scholarship committee recommends that we hold on to scholarship until they show proof of enrollment. "Not payable until proof of."

**Suggestion of collaboration:** We're a giant group, adding people makes us even gianter--we won't fit anywhere.

**Diane's goals:** venues for 2019-2020 booked by spring concert.

**Adjourned** at 9:18PM

Submitted,  
Erin E. Kilmer, Secretary