

WAUSAU PRO MUSICA BOARD MEETING MINUTES OCTOBER 6, 2020

6:00 PM via Zoom

Call to Order – Dixie 6:02 PM

Members Present: Dixie, Liz, Jeannie, Barb, Wendy, Shelly, Karen & Kathy KE

1. Minutes of September 1, 2020 Meeting – Jeannie

Board Action: Ratify approval of minutes (these were approved by majority of Board Members via email so we could publish them on the website). Dixie called for show of hands. Minutes approved by ratification

2. Treasurer's Report – Wendy

Checking	\$ 92.96
Savings	<u>\$8,552.30</u>
Total	\$8,645.26

- Wendy advised 30 donations from the Letter Writing Fundraiser had been received but not deposited yet. The account total does not reflect the donation amounts
- The Ron and Jan Klimisch Foundation donated \$500.00
- The \$1,000.00 Bill from UPS for printing the letters and the tri-fold brochures has not been paid yet
- The checks will be scanned and emailed to the committee so that Thank You notes can be sent out
- Wendy to update Dixie with the amount of the donations when calculated

Board Action: Dixie called for approval of the Treasurer's Report by show of hands. Treasurer's Report approved

3. Artistic Directors Report – Karen

Karen asked for a report from Liz regarding the J. W. Pepper Virtual Concert Webinar

- Liz shared that the Webinar was very well done. She advised several licenses are needed to create a digital performance. Karen to include a link to the webinar in the Newsletter for anyone interested in viewing the presentation

Karen reported on a suggestion she received from our new member Lauren Kowalski regarding a music sponsorship program used by Wausau West. Following is the shortened version of how she believes it works. (A more detailed description is included with these minutes which will also be included in the Newsletter

A personal or business donor would sponsor a new piece of music for our files
In the concert program credit would be given directly under the title of the piece
In each future performance of the piece the same dedication would be in the program

The dedication would be written on the front of the music file so the donation would not be forgotten

Following are the Pros's and Con's discussed:

Positives -

1. **The choir can start building its library with newly published titles at a faster rate.** Some of the pieces in the files have been performed almost too often. The choir needs the challenge of learning new works and the audience needs to hear new pieces in performance.
2. **The choir can start getting full, legal copies of all music performed that is currently in our files.** If enough people donate to the new pieces each concert the money budgeted to buy music could instead go to filling the file boxes to the correct number of ensemble members - copying can be cut down.
3. **Some donors like to see something specific they are giving money to.** Some people will donate to something when they can see specifically what their money is used for. We may tap into some donors that don't normally give.
4. **The gift that keeps on giving.** By listing the dedication *each time* the piece is performed in future concerts instead of just the year it was purchased the business gets further advertising, the families with the donated piece can see their dedication again at a later date and the audience can see that many pieces have been dedicated. It could encourage people to do so themselves.

Negatives -

1. **The choir board/artistic director would have to take on a long term commitment to continue this.** If we tell a business or a family that they would get credit for sponsoring a title every time it was performed we would have to follow through in the long term. I wouldn't want to sponsor a piece for my parents only to come back when it's performed again without the dedication listed. Again - if the dedication is written on the file box it should be easy enough not to slip up on this. We would also need to send out a (one time) thank you card with the amount listed to the donors for their taxes.
2. **The choir was told that their dues were raised because they were buying the music for the ensemble.** If we show the choir that we are still buying music by replacing titles that we didn't have enough copies of and better following copyright law I think they will understand, but the board will need to be prepared to answer questions about this.
3. **Donors who are giving a new piece to the files for a concert may not donate to the general fund that season, even though they donated in the past.** I can't see any one person or business donating more than one new title. So - the year that I would donate *Warrior*, for example, I may not donate that season to the general fund. However - I would go back to doing so the next year. There won't be *that* many new titles each concert; so it shouldn't affect the general fund donations in a large amount.

Karen will include examples of the cost of pieces for our Spring 2021 Concert in the Newsletter.

Here is an example of what is needed for the Spring 2021 Concert:

- 12 Copies of Warrior (that's the minimum order) = \$33.00
- One Voice = \$36.00

-Who Can Sail = \$86.00
-Tell My Ma = \$106.00
Total = **\$261** without tax or shipping

A suggestion was made to create a form to include the list of the music to be sponsored and other pertinent information to standardize what appears in the program. A spreadsheet could be created to keep track of the sponsorship information. Finalizations to go through Karen (or current Artistic Director). Shelly volunteered to put the form on letterhead.

Board Action: Motion made by Liz and seconded by Kathy KE to enact Karen's proposal for music sponsorship in perpetuity. Approved

How this new music sponsorship program affects the membership dues will be revisited in January when we devise our 2021 budget. The \$50 membership dues had been allocated as \$35 base dues (increase from \$25) and \$15 for new music. We will not have income this year from concerts but we will have some from the letter-writing campaign; we should have a better idea by January of our financial status.

4. Scholarships for Mentees – Karen

Karen proposed a change in the Scholarship Program. Suggesting the \$250.00 Scholarships be given to Senior Mentees. The proposal was deferred to the Mentee Program Committee

Jan Dahlke Chair, Karen Zuidema, Karen Lackus & Emily Toth

5. Spring 2021 Calendar – Karen & Dixie

- Koffee Klatch will be not be held this semester due to COVID- 19 concerns
- A second Spring Concert has been added as we did not have a Winter Concert
- Rehearsals will start on January 12, 2020. Rehearsal time 6:30 to 8:30 PM

Motion by Kathy KE seconded by Liz to approve the Spring 2021 Calendar as presented. Dixie called for a vote by show of hands. Approved

A copy of the 2021 Spring Calendar will be included in the Newsletter.

6. Ideas for Facebook Page/Website – Shelly

Shelly suggested that we Like or Share items on our Facebook Page. Perhaps anyone who likes or shares the items could be entered into a drawing for free concert tickets or some other prize. We thought it was a good idea and decided to put on hold until closer to the concert. We would need to have Mary Dassler our Web Maven and Barb Oelke (once she is approved as an administrator) involved to monitor.

7. Update on Signature Fundraiser – Dixie & Kathy KE

- Per Kathy KE – the planning is on hold for now because of the COVID – 19 situation
- It has been nearly impossible to contact the Whitewater Music Hall at this time
- We could still go ahead with the planning in January for an April event
- Jeff Lang has shown an interest in being the MC for the Karaoke event
- If unable to hold event, perhaps we could put together Gift Baskets for an auction event

8. Tentative plans for Zoom Membership Meeting October 20, 2020 – Dixie, Karen & Barb

We will follow the same format as our September Meeting spotlighting the 1st Altos. Dixie sent out a follow-up email to members who did not participate last time in an effort to keep everyone informed and connected.

9. New Business – Dixie

Dixie reported all but two binders have been returned. All music has been filed. Donna Henneman has been experiencing health issues and has decided to step down as the Chair of the Library Committee until possibly next May or June. Dixie has emailed Julie Corell and Rene Munz to see if they would be interested in Co-Chairing the Committee.

Next Meeting Date Tuesday November 10th 6:00 PM via Zoom

Meeting Adjourned at 7:26 PM

Respectfully Submitted – Jeannie Hagenbucher, Secretary