

NAPERVILLE CHORUS BOARD MEETING MINUTES AUGUST 11, 2021

ATTENDEES: Joy Bozelli, Keith Anderson, Janet Blumbaugh, Rachel Brooks, Paul Fries, Courtney Nash, Chuck Jonah, Margo Jonah, Sarah Sippy, Henriette Pentz, Matthew Sprunger, Shannon Sprunger, Patrice Basso

CALL TO ORDER: The meeting was called to order at 7:09 pm

APPROVAL OF MINUTES: A motion was made to approve the July minutes with discussed changes.

NEW BUSINESS:

Shannon made an opening statement to clear the air regarding transparency about board members' actions. She encouraged everyone to direct any questions to the President and Vice-President. Joy followed up with a brief summary of the remote semesters that made up the 2020-2021 season. There was a board discussion regarding communication and how it could be more positive. Members noted the stresses and strains of these times during the pandemic when a lot of work is done online or through email. Members agreed that a respectful atmosphere needs to be maintained with a special emphasis on using kinder language when there are disagreements or frustrations and in board dealings with music director and assistant director. Keith inquired if a fall election should be conducted since we will be having in-person rehearsals at this writing. No decision was made.

Registration Update: Shannon reported that 35 people have registered at this point.

Fall 2021 season: Pete had shared a link regarding singing masks just prior to the board meeting. Keith suggested we could purchase some and sell to participating singers. A minimum order of 20 masks is required. Keith and Rachel will investigate turnaround time and branding options. Joy said we have about half the music for the December concert. She wants to get a better idea of numbers before making copies. The rest of the music will be available sometime in October.

Spring 2022 season: There will no regular Naperville Chorus practice on Monday April 25th. There will be a joint rehearsal with the DuPage Symphony on Tuesday April 26th. The dress rehearsal will be held Friday April 29th. Barbara Schubert will come to our rehearsal and direct on April 18th and possibly on April 11th. The concerts are scheduled for Saturday April 30 and Sunday May 1st.

Insurance: Joy said there are no changes to the insurance policy or the cost for 2021-22. Paul asked about background checks but nothing new is required. Paul made a motion that the board accept the policy and pay the \$2739.00 cost. The motion passed with 1 abstention.

Marketing: Rachel made a very informative presentation about marketing options for the chorus. She explained how digital impressions reach a large audience for a relatively nominal fee. The ads can be customized according to zip code, age, genres etc. She explained that branded items like T-shirts are a source of income as well as advertising. She examined previous year budgets for radio, print, newspaper and electronic marketing and came up with an average cost of \$5,175.00. She presented two options for this year's budget a basic and an enhanced. A motion was made to approve the basic amount and the motion was passed unanimously.

By-laws: This will continued at a future board meeting.

Adjournment: The meeting was adjourned at 9:15pm-