

## Symphony Guild of Charlotte

### Board Meeting Minutes April 17, 2018

Notice: The Board Meeting scheduled for May 10 will be changed to an as yet undetermined date.

**Attending:** Lisa Kelly, Richard McKnight, Elizabeth Connor Stewart, Beth Garges, Jeanna Norris, Mike Rutledge, Susan Carr, Carol Follmer, Ann Guild, Linda Weisbruch, Robin Cochran, Sallie Moody, Cookie Parnell, Kathy Prokay, Joni MacDonald, Jenny Tolson, Peggy Dreher, Victoria Gilmore, Susan Vadnais, Betty Seifert, Janet Cauley, Donna Kiser, Leigh Finley, Lisa Phillips, Ellen Crowley, Sharon Lacy, Marta Fales, Betty Lou Newcomb

The meeting was called to order by President Mike Rutledge at 6:05 pm at First Christian Church, Charlotte, NC. The minutes of the March 20, 2018 Board meeting were approved.

#### **Fundraising** – Robin Cochran

- The Rountree fundraising event earned \$1200.
- Robin called on Linda Weisbruch of the Kitchen Tour Steering Committee to give the financial results of the Kitchen Tour. The Kitchen Tour met its financial goals. Income was \$73,544, expenses were \$12,400, and the net income was \$61,144. The net income exceeded its goal of \$57,000.
- Linda spoke of her experience in chairing the project. There was a lack of support in terms of staffing and working. The 3 Chairs were all past Presidents and each was forced to take multiple roles in the leadership of the project. There is no one who has volunteered to chair a large project of this type next year.
- Those present gave their thanks to Linda Weisbruch, Lisa Phillips, and Sallie Moody for chairing this highly successful and enjoyable project.

#### **Treasurer** – Susan Carr

- From the Balance Sheet as of April 1, 2018: the checking account has \$65,543.16; the Operating Reserve has \$33,519.40; the Enrichment Endowment has \$53,748.25 for a total of \$152,802.07. The Profit and Loss statement for the year through April 1, 2018 shows income of 103,874.59. Expenses were 86,354.14. Net income as of April 1 is \$17,520.45.
- The budget for this fiscal year showed an income of \$15,000 from a fall or spring fundraiser, but that fundraiser did not occur.
- The Guild owes the CSO \$10,000 for the Youth Festival based upon a contract between the CSO, the CSYO, and SGC. The Guild does not get the benefit of ticket income this year, but it did get income from donations to Youth Festival.
- Money has been added to the Enrichment Endowment in the form of donations from SOVA in honor of Ginger Kelly for the use of her house for SOVA meetings.
- The Treasurer's report was approved.

#### **Nominating Committee** – Marta Fales, Chair

- Marta Fales spoke of the difficulties the Nominating Committee has had in obtaining members to accept leadership positions in The Guild.

(Note: The meeting began with the immediate presentation of, discussion of, and voting upon the Executive Committee's recommendation, and the CSYO representative gave her report during the discussion to facilitate the explanation of the reasons for the Executive Committee's recommendation. Further area reporting continued after the vote on the recommendation.)

**DISCUSSION** - The Recommendation from the SGC Board Executive Committee to the Symphony Guild Board of Directors:

*The Symphony Guild of Charlotte Executive Committee recommends: based upon a projection of the net proceeds of the Kitchen Tour; based upon the Guild's checking account balance of \$53,000; and based upon the Guild's obligation to pay the Charlotte Symphony \$10,000 for production of the Youth Festival, that the Symphony Guild of Charlotte, Inc. give a gift of \$10,000 to the Charlotte Symphony and that the Symphony Guild retain the remainder of its funds in its checking account. This recommendation is made because of an expected transition to an organization which spends less time on fundraising and more time on volunteering.*

President Mike Rutledge spoke about the reasons the Executive Committee made the above recommendation and about the changes in the Guild that might occur.

- As stated above, leadership positions are difficult to fill with current members, and there is no one willing to lead a major fundraising project next year.
- If SGC partners with the CSO in filling volunteer spots with the CSO, different types of volunteer positions would be available and possibly more attractive to members than working on fundraising projects.
- He spoke of the types of projects attractive to millennials such as "one and done" projects where volunteers agree to volunteer one time on a project vs. an ongoing type of job. They often do not want to commit to frequent or year-long jobs.
- It is hoped that the CSO would help attract volunteers interested in those types of projects and who would then join The Guild.
- The Guild wants to strike a different balance between fundraising and service with more focus on service but not lose our ability to fundraise for small projects like scholarships or Young Artists.
- What volunteer opportunities might be available? Project Harmony, development, possibly helping with the Brewery concerts. Projects are both daytime and nighttime events. Much of the work at various smaller events that is currently performed by CSO employees could be performed by Symphony Guild volunteers.
- If SGC had more money and more resources, it would not be in its current position. If SGC wants to explore other possibilities, it should keep as much money as possible to meet its commitments for next year.
- In response to a question, the Symphony Guild is not giving up its 501c3.

A question was asked about the future of Youth Festival and Young Artists. Mike answered that the Guild hopes to continue those projects in some form. The CSO wants to continue the Youth Festival and has scheduled a date for it. The Guild would have to hold smaller fundraisers to help fund events like Youth Festival and Young Artists.

## **AREA REPORTS**

### **Education – Youth Symphony and Funding for Youth Camp**

To further explain an important factor that could influence the Guild's future, Mike called upon Jeanna Norris to explain the recent CSYO activities.

Charlotte Symphony Youth Orchestra – Jeanna Norris, President CSYOPA and rep to the SGC Board

- On Wednesday, March 28th, the PA appointed a special committee to research and make a recommendation about the possibility of the CSYO/JYO separating from the CSO. On Saturday, April 14th, the PA board met for its regularly scheduled monthly meeting with many parents in attendance. The special committee presented their recommendation to pursue negotiations with the symphony board for a formal separation with a close and amicable partnership to continue between the two separate organizations to the board via email before the meeting. The PA board voted to send the recommendation to the parents for a vote without comment. Voting by parents began on Sunday, April 15th and will end on Saturday, April 21st at 4:00 pm. A simple majority of votes is required to pass the recommendation, one vote per family.

- It is believed that the CSYO will apply for 501c3 status if they separate.
- One reason for staying with the CSO is the availability of SGC support. If there is less Guild support, there is less reason for the CSYO to stay with the CSO.
- The CSO's reason for not renewing Ernest Pereira's contract as Conductor of the CSYO is to put new artistic direction into the program. The Parents Association feels, however, that in working with youth, consistency is more productive than frequent change. If the CSYO stayed with the CSO, the new Conductor would be Christopher James Lees, the Assistant Conductor of the CSO. However, symphony conductors usually do not stay in their positions for a long time, so there would probably be little consistency in the youth conductor position. The parents feel that one of the many strengths that Ernest Pereira offers is consistency, which has helped to build the youth orchestra into its current outstanding position.
- It is common for youth orchestras to be separate from their home town symphony. However, they usually prefer to be as close to the big symphony as possible while maintaining control of their own organization. As a part of the CSO, the youth orchestra has lost opportunities to play at community events because of scheduling by the CSO.
- The parents are considering the costs of being their own organization and feel they can accomplish it. They would hire a conductor and have complete control of fundraising and publicity.
- Upcoming youth orchestra concerts: JYO Spring Concert - Monday, April 30th, 7:30 pm at Halton Theater, CPCC  
CSYO Prelude Performance before CSO concert - Saturday, May 12th, 6:15 pm at Knight Theater  
CSYO Spring Concert - Sunday, May 13th, 3:30 pm at Halton Theater, CPCC

Cookie Parnell moved to amend the Executive Committee's recommendation. That amendment removes the clause in the original recommendation that gives \$10,000 in the form of a gift to the Charlotte Symphony. Cookie moved that instead the recommendation be to defer a decision on distribution and retention of Guild money until the next Board meeting. Donna Kiser seconded the motion to amend the recommendation. The amended recommendation is:

*The Symphony Guild of Charlotte Executive Committee recommends: based upon a projection of the net proceeds of the Kitchen Tour; based upon the Guild's checking account balance of \$53,000; and based upon the Guild's obligation to pay the Charlotte Symphony \$10,000 for production of the Youth Festival, that the Symphony Guild retain the remainder of its funds in its checking account and revisit the question of a gift to the CSO at a later time. This recommendation is made because of an expected transition to an organization which spends less time on fundraising and more time on volunteering.*

The Board voted on the amendment and passed it. The Board then voted on the amended recommendation and passed it.

A question was asked about the Guild's decision to retain its funds and not fund the summer camp of the youth orchestra in spite of Guild marketing stating that funds go to provide a summer camp for the CSYO. The question was whether the Guild was correct in asking for financial support in fundraising for youth camp and then not using the money to fund the camp. Below are the responses to that question:

- When SGC completed its fiscal year in May 2017, there was not enough profit from the year 2016 to 2017 to pay for the camp which was to take place in August 2017. The \$47,058 expense of the August 2017 youth camp was paid with Guild funds in the Guild checking account, which included the proceeds from the Kitchen Tour held in October 2016.
- The Guild paid for the August 2017 youth camp with cash raised by its fundraising projects in FY 2017 - June 2016 through May 2017. This resulted in very low checking account balances and monthly losses from July through November 2017 as reported at Board meetings. It was then necessary for The Guild to raise money with the March 2018 Kitchen Tour to pull itself out of the resulting net loss situation and rebuild the checking account. In Kitchen Tour marketing material this year the emphasis on youth camp was revised to put much less emphasis on camp.

- The Guild Checking Account has been replenished, and the Profit and Loss statement now shows a positive net profit of about \$17,500, which will be needed to pay for commitments such as Youth Festival and Young Artists and to support the 2017-2018 budgeted donation to the CSO. However, without the prospect of a major fundraising event in the next fiscal year, the Guild cannot responsibly pay for a camp in August 2018.
- Since the meeting on April 17, Treasurer Susan Carr has written the following explanation to add clarity to the Guild's financial position with respect to payment for camp: "The issue pertains to cash flow versus earnings. In recent years, the funds raised to pay for Camp have been earned after Camp was held, because Camp occurs very early in the fiscal year (June 1 to May 31) before the Guild has raised funds. The high cost of the Camp must be offset by the fundraising that takes place later in the year. But the money earned by the Guild's fundraising projects has not kept up with the increasing expense of the Camp (currently \$50,000, up from roughly \$35,000 from 2010 through 2015). After paying for camp in August 2017, the Guild's checking account balance declined to less than \$7000 at the end of November. The funds spent for camp had to be replenished by the May 2018 Kitchen Tour to allow the Guild to continue to operate and to fund its other programs like Youth Festival, Young Artists, and scholarships.

To ensure our ongoing financial health, payment for Camp and fundraising for Camp must occur in the same fiscal year. Looking into FY2018, it is not clear that the Guild will be able to raise \$50,000 specifically to fund Camp to be held in August, due primarily to a lack of fundraising volunteers at both the leadership and worker levels."

#### **AREA REPORTS** continued

##### **Written reports submitted prior to the meeting:**

##### **Education** – Beth Garges, VP - written

- *The first very long day of auditions (noon-9pm) was completed on Sunday, April 8. Dr. Pereira and Kathy Jarrell listened to auditions. Mary Deissler's last-minute decision to record each audition (without parent waiver) caused some student anxiousness and upset parents, but our volunteers kept the day running smoothly and with a smile. We still need volunteers in May, so if you would like to help us out, please go to SignUpGenius to volunteer or call Julia Church at 704-364-5325. It is a very pleasant way to spend a couple of hours .... and sitting down.*

##### **Education** – Jeanna Norris, CSYOPA representative - written

- *JYO Spring Concert - Monday, April 30th, 7:30 pm at Halton Theater, CPCC  
CSYO Prelude Performance before CSO concert - Saturday, May 12th, 6:15 pm at Knight Theater  
CSYO Spring Concert - Sunday, May 13th, 3:30 pm at Halton Theater, CPCC*
- *On Wednesday, March 28th, the PA appointed a special committee to research and make a recommendation about the possibility of the CSYO/JYO separating from the CSO.*
- *On Saturday, April 14th, the PA board met for its regularly scheduled monthly meeting with many parents in attendance. The special committee presented their recommendation to pursue negotiations with the symphony board for a formal separation with a close and amicable partnership to continue between the two separate organizations to the board via email before the meeting. The PA board voted to send the recommendation to the parents for a vote without comment.*
- *Voting by parents began on Sunday, April 15th and will end on Saturday, April 21st at 4:00 pm. A simple majority of votes is required to pass the recommendation, one vote per family.*

##### **Management and Planning** – Elizabeth Connor Stewart, VP - written

- *The Budget and Finance Committee will not work on the budget until decisions regarding the expenditure and retention of funds have been made. There are still some bills to be paid prior to the end of the fiscal year,*

*including private study scholarships and \$10,000 to the CSO for Youth Festival. There is a little more expected income from the Kitchen Tour. The Board will make a definite decision on the use of Guild funds at its May meeting.*

**Nominating** – Marta Fales, Chair - written

- *The Nominating Committee is still hard at work. We have secured a VP of Education in Linda Weisbruch. We are still in need of a VP of Marketing and a President-Elect. Any suggestions will be appreciated.*

**Membership** – Leigh Finley, VP - written

- *Betty Seifert reported that renewals will be going out soon. The online renewal form is being updated. Members will be contacted to renew first by email, second by mail, and then by phone calls. The form on which members indicate their project interests will not be updated in time for renewals to be begun. New opportunities for service will not be known at the time renewals open.*
- *Spring Social - Thursday, April 19th, 6:00-8:00 pm. Home of Patsy Reames, 4201 Tottenham Road, 28226. In the event of rain the social will move inside. Thanks to all who have signed up to provide food for this event.*
- *Symphony Guild Annual Meeting - May 15, 5:30 pm home of Mary Staton. Sign-Up- Genius link will be sent.*

**SOVA** – Betty Seifert, SOVA rep - written

- *SOVA held their Board meeting on March 20, in Charleston, SC at the home of Secretary Carol Lou Yaeger's home. 2018 Roundtable" Gateway to Greatness" will be held in Greensboro, NC on October 8&9th at the O'Henry Hotel in downtown Greensboro. Room rate is \$185.00 plus taxes. It will include buffet breakfast and a \$10.00 voucher to the restaurant on site. Topic: "To achieve greatness in our organization, we need to be about motivation-of: volunteers, donors, and our communities. Who, How, and Why are we motivating." There will be two Keynote speakers with Q & A after and 4 Fundraising round tables.*

**Further Area Reporting at the meeting**

**Education**

- A thank you note was received from Jamison Hillian for the 2018 Past Presidents' Scholarship he received.
- Jeanna Norris, CSYOPA rep, asked that Mike Rutledge not immediately cancel the camp contract that the Guild signs with Converse College for room and board. The contract has not been received from Converse yet. Jeanna asked, however, that Mike not return the unsigned contract immediately, because the parents are working on how to provide camp themselves this year.
- On the Guild Balance Sheet there is a liability of \$2450 in donations for camp. Those donations are restricted to support for camp. A question was asked about what happens to those donations, if the Guild does not fund camp this year. Susan Carr, Treasurer, responded: If camp occurs this year, those donations will go toward camp expenses. If it does not occur, the funds will be returned to the donors.

**Marketing** – no report

**NEW BUSINESS**

**OLD BUSINESS**

**ANNOUNCEMENTS** – Mike Rutledge

- Mike will be out of town for the scheduled Board meeting on May 10. It will be necessary to reschedule the meeting.

- Linda Weisbruch announced that the Fundraising Planning Committee is being formed again, and the committee welcomes anyone to join and to contribute new and exciting ideas. Contact Linda, if you are interested.
- Priscilla Green has been ill but is out of the hospital. Her address for cards is 5901 Creola Rd., Charlotte 28211.

The meeting was adjourned at 7:15 pm.

Respectfully submitted,

Carol Follmer, Secretary