

**Symphony Guild of Charlotte, Inc.**  
**Board Meeting Minutes January 16, 2018**

**Attending:** Leigh Finley, Robin Cochran, Ellen Crowley, Beth Garges, Susan Carr, Richard McKnight, Peggy Dreher, Joan Foley, Susan Vadnais, Lisa Kelly, Victoria Gilmore, Ann Guild, Jenny Tolson, Sallie Moody, Mike Rutledge, Donna Kiser, Carol Follmer

**President Mike Rutledge called the meeting to order at 6:05 pm at First Christian Church.** The minutes from the Board Meeting on November 28, 2017 were approved.

**Treasurer's Report** – Susan Carr, Treasurer

- Donations for Youth Festival began to come in during November, and picked up in December. Income for December included: unrestricted contributions - \$1000; Youth Festival contributions - \$3450; registration fees for Young Artists - \$245; Kitchen Tour Chairman's Circle contributions - \$500.
- Income so far is slightly below budget overall, and expenses so far are also below budget.
- We are entering a critical period of fundraising over the next several months. We are running slightly behind in Mah Jongg registrations. Mailings for Kitchen Tour Chairman's Circle will be going out, and it is hoped that the response will be good. It is important that members focus on achieving revenue goals for the Kitchen Tour in general.
- December 31, 2017 balances: Checking \$11,652; Reserve \$33,509; Endowment \$53,734

The Treasurer's report was approved.

**Fundraising** – Robin Cochran VP

- The Mah Jongg party registration is below capacity.
- Sallie Moodie reported that because of Linda Weisbruch's mother's illness, Linda is unable to do much work for the Kitchen Tour at this time. Barbara Kopald (from San Diego) and Mary Station have picked up more of the work. Barbara is helping to get more chefs. Mary is working on the Friday cocktail tour. Sallie is working with Barbara and Mary to get sponsorships, in particular cash gifts from vendors who have provided work and equipment for the tour houses and will benefit from publicity.
- It is important to get good attendance at the Taste of the Tour Party in order to get people to bid on auction items. Some members who have obtained many auction items in the past are unable to help much this year, and other members are needed to approach vendors. Sallie asked if anyone has a contact at Bond Street Wines. Some businesses will be approached by email.
- Chairman's Circle letters are going out soon. Lowest donation requested is \$250; participants will receive an invitation to a special party and 2 tickets to the tour.

**Education** – Beth Garges VP

- Young Artists Competition will take place on Sunday, February 4, 2018. There are 20 contestants in one division (Senior).

- Sharon Lacy and Marta Fales are working on Youth Festival, which will take place on February 21. Donations are running higher than expected. Another mailing related to ticket purchase will go out, and it will also contain donation opportunities.
- The Petting Zoo has received suggested dates from imaginOn, but because those dates are not convenient, we will ask for different dates. A request from the Arts and Science Council for a PZ performance at a family day has been turned down because of the date, which is in the middle of SGC's busiest time of the year for volunteers.
- Lisa Kelly reported for the CSYO parents. They have found the filing cabinets that they need to store music. At the 1.27.18 Lollipops Concert, the Youth Festival and Concerts for Kids will be promoted. The Parents have requested information about the volunteer time slots for the Kitchen Tour, and the Parents will help to fill volunteer positions.

#### **Membership – Leigh Finley VP**

- The holiday party at Southminster was successful. Competition with the Panthers game caused lower attendance. 37 attended. Jenny Tolson, Social Chair, announced that SGC is currently uncertain about the best plan for the holiday party for next year.
- The annual Winter luncheon at Bonterra on February 1 has a minimum attendance figure in order to take place. Members are requested to make reservations ASAP. There will be sign up opportunities for volunteer jobs in the near future, including the Kitchen Tour.

#### **Management and Planning**

- Richard McKnight, Budget and Finance Chair, announced that there is a meeting on January 31. The Kitchen Tour chairs need to work with Budget and Finance to determine the best ways to assign credit card payments to their correct projects and specific purchases.

#### **Marketing**

- Sallie Moodie said the Kitchen Tour chairs are meeting with Kathy Buckley, who has an email blast that she can use to try to increase our social media.

#### **SOVA**

#### **LAO**

- Linda Weisbruch, Jenny Tolson, and possibly Sallie Moodie will accept the Gold award on behalf of the 2016 Kitchen Tour Auction.

#### **Announcements**

- It was noted that there was excellent attendance at recent CSO Vivaldi concerts – thought to be the highest noted in a long time.
- Mike Rutledge reported that the CSO is using aggressive adjusted marketing to sell tickets. This results in quick changes in ticket pricing from day to day, depending upon demand.
- The CSO Healing Hands program is in a partnership with Queens University and Southminster as part of a study of dementia and music.
- The CSO gala for 2018 will take place on a Friday with the date announced soon.

- There will be a social event in Patsy Reames' garden on April 24, and the annual spring meeting will take place at Mary Staton's house on May 15.

**The meeting was adjourned at 7:00 pm.**

Respectfully submitted,

Carol Follmer, Secretary