Symphony Guild of Charlotte, Inc.

Board Meeting Minutes October 17, 2017

(Note change of date to November 28 for next meeting.)

Attending: Donna Kiser, Carol Follmer, Mike Rutledge, Robin Cochran, Cookie Parnell, Linda Weisbruch, Rich McKnight, Ann Guild, Jenny Tolson, Susan Carr, Beth Garges, Jeanna Norris, Lisa Kelly

President Mike Rutledge called the meeting to order at 6:06 pm. The minutes from the September 19, 2017 Board meeting were approved. There was a quorum present.

Treasurer's Report – Susan Carr, Treasurer

- Finances are close to the budget so far this year. Income is lower because of fewer members rejoining, but expenses are also lower.
- Balance in the checking account is $8,482. Balance in the Operating Reserve account is $33,500. Balance in the Endowment account is $53,723.
- Profit and Loss statement shows a net loss of $39,000, but that is a function of our paying for our biggest project, Youth Camp, before we receive income from our biggest fundraiser, the Kitchen Tour.

Education – Beth Garges and Donna Kiser, VP's

- Beth reported that JYO Minicamp took place 2 weeks ago.
- Beth reported that Betty Seifert is still receiving applications for private study scholarships, so the October 15 deadline has been extended a little.
- Beth suggested that we set a December deadline for a decision regarding storage of the Petting Zoo instruments. Donna will go through the instruments that she has in her house and will contact Chris Stonnell at the CSO to see if the CSO can use any of them. The better set of instruments is the one at ImaginOn.
- Larry Bennett has volunteered to chair the Petting Zoo performances at ImaginOn.
- Jeanna Norris and Lisa Kelly reported that the CSYO Parents Association is cleaning out the storage closet at St. Luke's. **The Youth Orchestras are in need of a large lateral file cabinet measuring 12 x 16 inches inside the drawer. They prefer a 4-drawer. If anyone has access to one, please let Jeanna or Lisa know.**

Fundraising – Robin Cochran

- The fundraising event at Rountree was a successful affair attended by at least 40 people. The net profit was $1,200, more than the budgeted income of $1,000.
- The next fundraiser is the Mah Jongg party in January. There will be no Overture in the spring.
- Kitchen Tour – Linda Weisbruch
    1. The committee plans to have 6 houses, and the number of volunteer shifts will remain the same in spite of the addition of a Friday night tour. So far there are 2 signed contracts, and there are verbal agreements on 4 others. The houses are located in the Myers Park, Eastover and Sharon View areas.

2. Barbara Kopald has been invaluable working from San Diego in obtaining chefs. So far there are 5 confirmed chefs for the Taste of the Tour Party. Work has begun on obtaining chefs for the house on tour.
3. Auction solicitations are gearing up. Carol Follmer will maintain the item spreadsheet.
4. Bruce and Leslie Schlernitzauer will be the Honorary Chairs, and the kitchen will be on tour. Robin Cochran will chair the Chairmen's Circle and is working on the letter and list.
5. The committee is finalizing the press release, and it has been given to Mary Staton for the final edits. It is being added to all community calendars and has just qualified to be listed on CharlottesGotAlot. We will again be working with Kathy Buckley at Charlotte Living, and we also have a connection with Home Design and Décor.
6. The committee will be coordinating marketing efforts with Virginia Brown at the CSO. There will be no inserts in the CSO concert programs this year.
7. Renner St. John will shadow Betty Seifert in Operations this year. There are already several site captains signed up from the Fall Meeting sign-ups.
8. In early or mid-November there will be a kickoff meeting for the committee.

Management and Planning

- Budget and Finance Chair Rich McKnight said there will be a meeting soon to discuss the way SGC calculates its reserve. After the entire Budget and Finance Committee agrees upon this new method, it will be presented to the Board.
- There was discussion about revisiting the 2017-2018 budget, because there have been several major changes in budgeted items in the Education and Fundraising areas. Richard reported that Budget and Finance will complete a forecast of the rest of the year's finances without changing the budget. The forecast will be reported as an additional column next to the budget figures and will be presented to the Board.
- Richard asked if the technology involved in the Kitchen Tour needed improvements. The response was that there was difficulty coordinating Blue Pay's swipers and Morphogine, which processes the payments. More clarity is needed to identify specifically what different products are being specified in one purchase. There should be a drop-down menu from Blue Pay on the swipers; the drop-down should have the different choices that can be made in a purchase. Adding this step will make it easier for the Treasurer to know what specific items are included in a single purchase. More people are needed to manage the swipers at the Kitchen Tour. No more equipment is needed.

Marketing

- Victoria Gilmore reported that she, Mike, and Mary Staton met, and Victoria is working to revamp the marketing information that Mary gave her.

Membership – Leigh Finley

- The general meeting in September and the baked potato and salad dinner were well-received. The next social event is the January social on January 7, the Sunday after New Year's. It replaces the annual Holiday Party which was usually held in early December.

LAO – Linda Weisbruch

- Mike Rutledge will participate next year in strategic conversations for the volunteer section.

SOVA

- Susan Carr, Robin Cochran, and Elizabeth Stewart attended the recent conference. Elizabeth gave a presentation on millennials, and she was the only millennial in attendance! Some groups have experienced reduced membership, and some have not. All groups are attempting to get younger members.
- There were lots of good ideas presented for fundraising at the conference. There was a useful presentation on digital marketing (i.e. Facebook and Instagram) and how to use it. Susan Carr will talk to Dianne Stewart about the Kitchen Tour and the use of social media to market it. Last year the KT paid a company $2,500 to market the KT on Social Media. A decision was made not to use that company this year but to look for other people who have lots of access to large groups on social media.

Old Business

- **Youth Festival –** Beth Garges, Donna Kiser, Lisa Phillips, Peggy Dreher, Susan Carr, and Mike Rutledge met to discuss the Youth Festival, whether to continue sponsoring it, how to afford the greatly increased cost, and how to work with the CSO on producing it. The following decisions were made:
    1. Youth Festival will continue as a joint effort between the CSO and SGC. Costs will be shared by both parties, and transparency with regard to costs will be stressed.
    2. Young Artist winners will not be showcased at the Youth Festival. The Youth Orchestras will perform as in the past, and the side-by-side concert with the CSO and the CSYO will also take place.
    3. The approximate total cost will be $23,000. The CSO will contribute $10,000. Ticket revenue and donations as usually solicited for this project will help to offset SGC's cost.
    4. It is hoped that the CSO will be involved in marketing the Youth Festival.
    5. Not showcasing the YA winners at the Youth Festival reduces the number of orchestra services for which the Guild must pay (fewer rehearsals).
    6. The cost of tickets for CSYO parents will be addressed in the contract with the CSO.
    7. Refreshments for the CSO members will continue to be offered in the Green Room.
- **Young Artists –** The above committee also discussed changing the Young Artists Competition because of the changes planned for the Youth Festival. The following decisions were made:
    1. This year The Guild will eliminate the Junior competition.
    2. The Senior Grand Prize winners (1 or 2) will receive cash prizes of $500 each; in the last few years the grand prize was the performance opportunity with the CSO and no cash prizes. Performance opportunities are TBD by the CSO.
    3. The Senior competition will be opened to 9th graders, a move we hope will increase the number of applicants and also give 9th graders an opportunity in spite of the absence of the Junior competition.
    4. The CSO will use their discretion to choose the venues, because they cannot schedule additional concerts. They have committed to finding appropriate venues.
    5. Donna Kiser is exploring dates and appropriate locations, because Queens University is not available on our preferred date.

6. Victoria Gilmore is chairing the Young Artists competition and will begin working to respond to potential applicants who have inquired about the date. The date will be set by November 1.
7. The application fee will remain $35.
8. If two Grand Prize winners are chosen, they will not be playing the same instrument.

New Business

- Beth Garges suggested that it is time to re-evaluate and clarify The Guild's Mission Statement. The Long Range Planning report submitted at the last Board meeting of 2016 - 2017 (May, 2017) clarified many issues in The Guild that need to be discussed and addressed. Linda Weisbruch suggested that Long Range Planning set up a process for review by an ad hoc committee.

Announcements

- Tonia Sparks, Artistic Director of the CSO, is moving to Ohio. She will work remotely for a while.
- **The November Board meeting date has been changed. The new date is November 28, 2017.**
- The December 12 President's Reception to be held at Linda Weisbruch's house will be a chili/dinner discussion meeting.
- There may be some opportunities to volunteer during the work day at the CSO's office. Mike doesn't yet know the tasks to be performed, but Victoria Gilmore will be in touch with the CSO and will publish a list of jobs that Guild volunteers can do.

The meeting was adjourned at 7:15 pm.

Respectfully submitted,

Carol Follmer, Secretary