

MAY 20, 2025

ANNUAL
BUSINESS
MEETING

CHERRY CREEK
CHORALE

Creating Choral Community, Artistry, And Excellence



**MEETING
AGENDA
MAY 2025**

- Call to Order
- Announcements
- Board of Directors Election
- Year in Review
 - Members' Reflections on Season 45
 - Financial Report
 - White Walkthrough
 - Leatherman Lowdown
 - CherryTones: Libbon Layout
 - President's Ponderings
 - Committee Reports & Recognition
- 2025-26 Season Preview
- Adjourn Meeting



**ANNOUNCE-
MENTS**





BOARD OF DIRECTORS ELECTION



- Verify quorum
- Presentations of Nominees:

Role	Candidate(s)
President Elect	Colleen Parsley
Vice President	Nancy Lauth
Secretary	Gareth Smith
Membership Chair	Leslie Beahm
Fundraising Chair	Sue Warren
Marketing Chair	None
Outreach	None

- Additional nominations from the floor
- Nominations close
- Election by voice vote



COMMITTEE VOLUNTEERS: MARKETING

- Many volunteers have come forward or continue to support key areas of the chorale:

Committee	Role	Person
Marketing	Chair	Vacant
Marketing	Marketing Professional	TBD
Marketing	Senior Outreach	Jim Singletary
Marketing	Outreach	TBD
Marketing	Social Media	Margarita Piskunova

- Please consider joining the committees!



COMMITTEE VOLUNTEERS: FUNDRAISING

- Many volunteers have come forward or continue to support key areas of the chorale:

Committee	Role	Person
Fundraising	Chair	Sue Warren
Fundraising	Professional Grant Writer	Pilar Athaide-Victor
Fundraising	King Soopers	Nancy Lauth
Fundraising	Tagawa (twice per year)	Paula Rokicki
Fundraising	Colorado Gives	Kathleen Tate (Maura)
Fundraising	Restaurant Fundraiser	Leslie Beahm
Fundraising	Program Ads	TBD

- Please consider joining the committees!

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**YEAR IN
REVIEW**

- Members' Reflections on Season 45
- Financial Report
- White Walkthrough
- Leatherman Lowdown
- President's Ponderings
- Committee Reports & Recognition

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**REFLECTIONS
ON
SEASON 45**

- What was your high point of the season?
- What did we do really well?
- Shout outs?
- How do you feel about our performances this year?



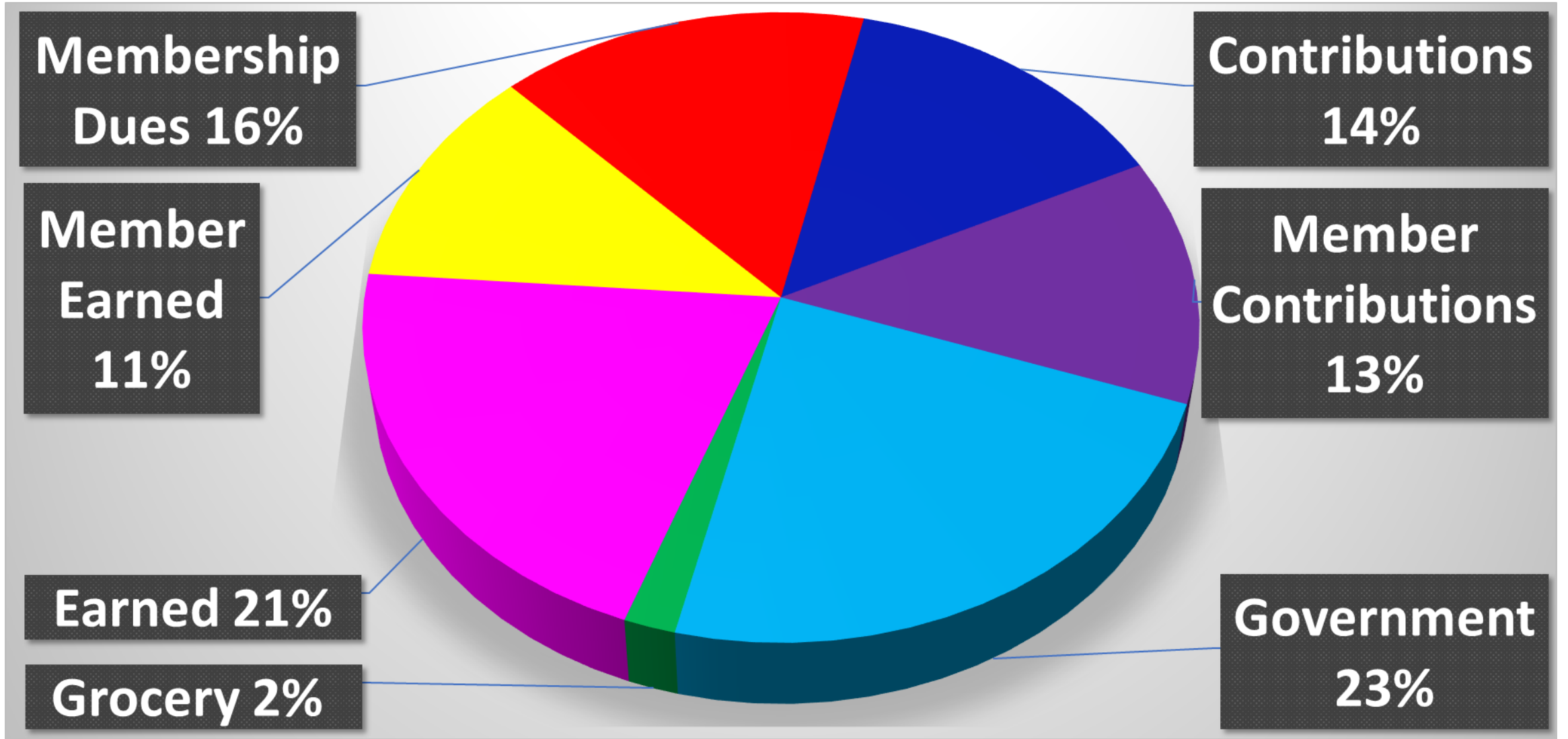
Kathleen Meier
Treasurer

July 2024-June 2025

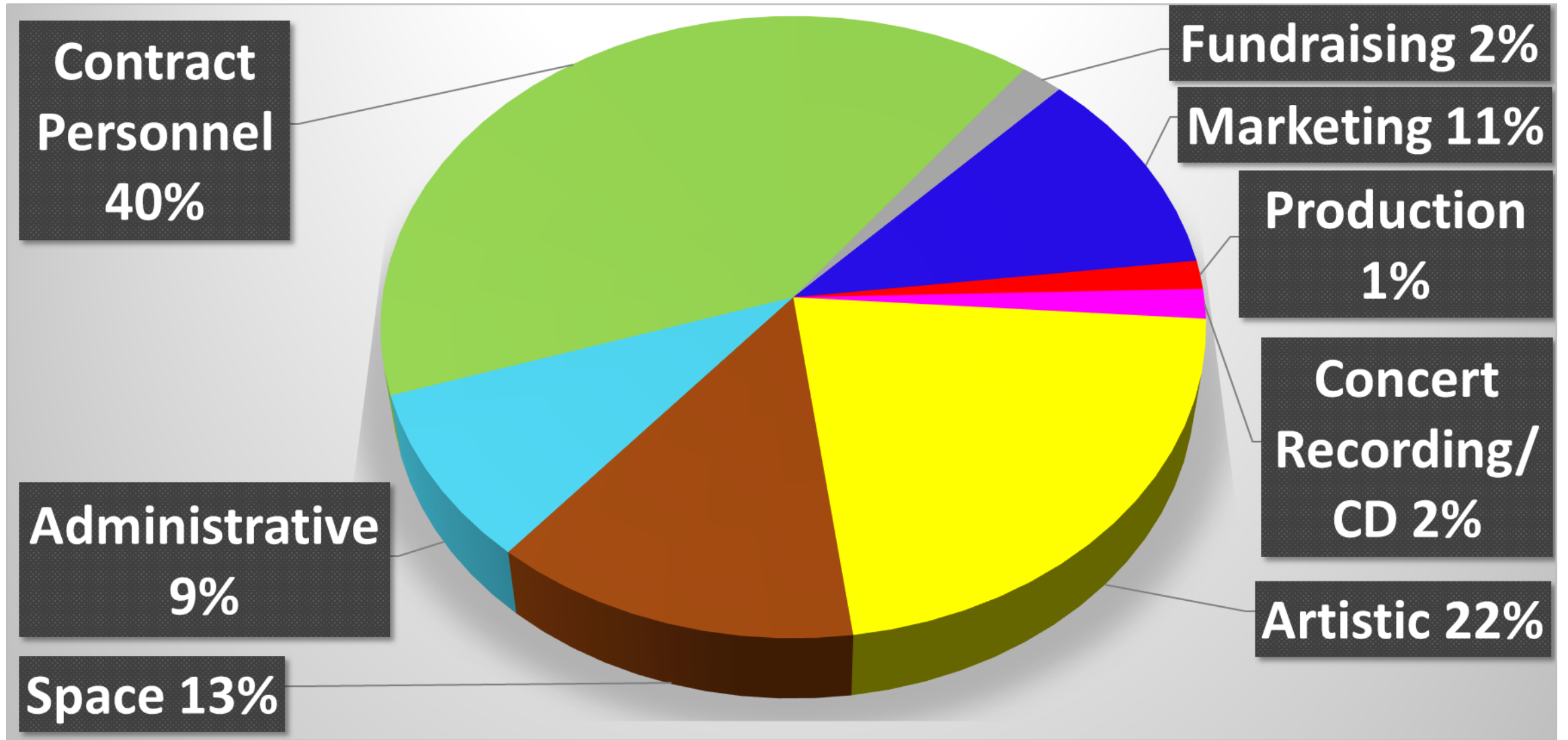
**FINANCIAL
REPORT**

	Budget	Actual <i>(May, June 2025 are estimated)</i>
INCOME	\$146,235.00	\$145,087.71
EXPENSES	\$148,710.40	\$133,566.56
NET INCOME (LOSS)	\$(2,475.40)	\$11,521.15

INCOME BREAKDOWN



EXPENSE BREAKDOWN



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**BUDGET
QUESTIONS?**

- Contact Kathleen with any questions
- We'll aggregate your questions and share them with the membership

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**BUDGET
CONSIDER-
ATIONS**

- Fundraising
 - Program Ads
 - Corporate Sponsorships
 - Additional Grants
 - Additional Fundraising
- Ticket Price Increases
- Member Dues Increases –
yearly or every other year

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**EXPENSE
PRIORITIES /
BUDGETARY
PRESSURES**

- Meeting Critical Needs with Paid Roles if Necessary:
 - Marketing Professional
 - Grants Professional
 - Box Office / Front of House Manager
- Executive Director
- Market-Based Contractor Pay

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COST CONTAINMENT

- **Music Storage** – moving storage units to reduce monthly rate
- **Concert Security** – contracted with private company rather than the county
- **Ongoing Software License Cost** – Quickbooks for non-profits



YEAR IN REVIEW



White Walkthrough



**YEAR IN
REVIEW**



Showcase 2025





YEAR IN REVIEW



Leatherman Lowdown



YEAR IN REVIEW



Rehearsal Accompanists:

- Uri Rovner
- Bonnie Hackett



**CHERRYTONES
YEAR IN
REVIEW**



Libbon Layout



CHERRYTONES YEAR IN REVIEW



• Gigs

- Holly Creek
- Denver Christmas Show
- Tagawa Gardens
- Denver Country Club
- Chistkindl Market
- Lonetree Living Well
- Heather Gardens
- Memory Cafe

• Performances

- A Crowning Achievement
- Joy Around the World
- California Dreamin'

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CHERRYTONES
YEAR IN
REVIEW

The CHERRYTONES

- **Collaboration:** Inside the Orchestra
 - Four "Tiny Tots" performances around the Denver Metro
 - Young parents bring their kids to appreciate music
 - These parents may have an interest in seeking a musical outlet like the Chorale



YEAR IN REVIEW



President's Ponderings

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YEAR IN REVIEW: PRESIDENT'S PONDERINGS

- **It Takes a Village!**
- **Strong, Collegial and Involved Leadership Team**
- **Accomplishments**
 - Bylaws Amendments
 - Grants
 - Boilerplate
 - Additional Applications
 - Cherry Blossom Fund
 - Membership Surveys
- **Celebrating Brian's 30th Anniversary!**
 - Thank you for your generosity!

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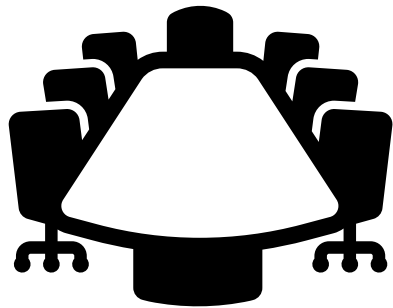
YEAR IN REVIEW: PRESIDENT'S PONDERINGS

- **Opportunities**
 - More Volunteers! Internal & External
 - Yearly Donor Event with Choral Entertainment
 - Yearly Showcase
 - Corporate Sponsorships
 - Additional Grants
 - Executive Director
 - Box Office/Front of House Manager
 - Professional Marketing
 - Graphic Artist
 - Increased Social Media Presence
 - Web Marketing

CHERRY CREEK
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2024 - 2025
OFFICERS



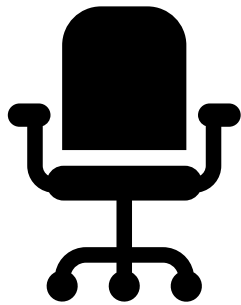
- **President:** Nathan Bill
- **Past-President:** Leslie Beahm
- **President-Elect:** Gia Viscardi
- **Vice-President:** Maura Mackintosh
- **Secretary:** Katy Fink-Johnson
- **Treasurer:** Kathleen Meier

Thank you for your service!

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2024-2025
COMMITTEE
CHAIRS



- **Artistic:** Margaret Beardall
- **Membership:** Kay Frevert
- **Production:** Karen Sandberg
- **Fundraising:** *[Vacant]*
- **Outreach:** *[Vacant]*
- **Marketing:** *[Vacant]*

Thank you for your service!



**YEAR IN
REVIEW
COMMITTEE
REPORTS**



Artistic 
Margaret Beardall, Chair



Members:

Brian Leatherman

Will White

Gloria Srikijkarn

Liz Fallon

Nathan Bill

James Libbon

Mike Freeland

Barbara Wollan



Fundraising

Vacant Chair

YEAR IN REVIEW COMMITTEE REPORTS

	2024-2025 Budget	2024-2025 Actual
Board & Chorale Members	\$18,286.23	\$20,925.00
Business Donations	\$2,600.00	\$3,000.00
Individual Donations	\$13,578.29	\$11,000
In Kind Donations	\$0.00	\$2,600.00
Government Grants	\$33,740.00	\$36,500.00
Grocery Certificate Sales	\$2,664.50	\$3,040.00
Tagawa Commission	\$690.00	\$500.00
TOTALS	\$71,559.02	\$77,565.00



**YEAR IN
REVIEW
COMMITTEE
REPORTS**



Fundraising
Vacant Chair

Role	Person
Chair	<i>Vacant</i>
Professional Grant Writer	Pilar Athaide-Victor
Grant Subcommittee	Marilyn Bogan, Gia Viscardi Kathleen Meier, Nathan Bill
King Soopers	Nancy Lauth
Tagawa Gift Cards	Paula Rokicki
Colorado Gives	Kathleen Tate, Maura Mackintosh
Restaurant Fundraiser	Leslie Beahm
Program Ads	<i>Vacant, Temporary Coverage:</i> Brad Folsom, Jim Singletary



**THANKS TO
OUR
SPONSORS:**



We Need
Your Help to
Get More
Sponsors!

Contact a
board
member if
you have
connections!

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YEAR IN
REVIEW
COMMITTEE
REPORTS



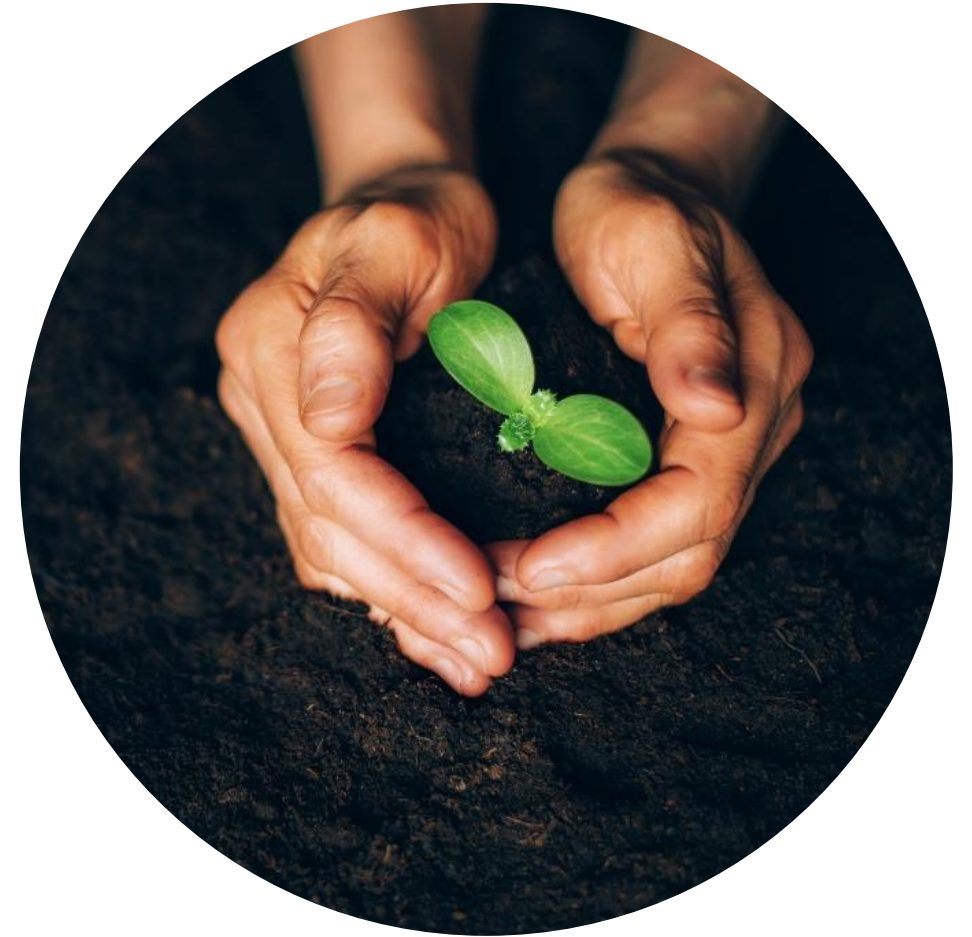
Fundraising

Vacant Chair

- **Thank you to members/members' family who bought program ads:**
 - Uri Ayn Rovner –
 - Calliope Music Studios
 - Kerry Cottingham –
 - Colorado Music Institute
 - Nancy Henson –
 - Heather Gardens Brokers
 - Beth Zwinak
 - Tagawa Gardens (Sponsor)

Become a part of the
Cherry Creek Chorale
Legacy Program

Include a charitable gift
in your estate and
financial plans





YEAR IN REVIEW COMMITTEE REPORTS



Marketing

Vacant Chair,

Temporary Coverage: Brad Folsom

- Constant Contact:
 - Content/graphics for ~40 emails per year
 - Maintain email lists
 - 5 emails per concert, to 1500 patrons
 - Press Release for each concert – 120+ organizations
 - Streaming notice for Saturday night's concerts
- Post at least 3 per concert: Facebook & Instagram
- Posts to event calendars

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YEAR IN REVIEW COMMITTEE REPORTS



Marketing

Vacant Chair

- **Graphic Design: Brad Folsom**
- Design 4 concert icon images for the season, based on title/theme
 - Design Posters and post cards for each concert with icons developed
 - Design Tickets: Season, Concert Membership Sales, Box Office, Group Sales and Comps
 - Design CD jewel case graphics and list content
 - Design program covers and layout - pages numbering between 32 and 40. ***Thank you Mary Moyer for submitting content***
 - Design CCC ads for other publications
- Create Power Point slide shows for the illustrator – two per concert
- Print tickets and membership envelopes for distribution
- Create other materials as requested (ie. Donation letters, forms, signs)



**YEAR IN
REVIEW
COMMITTEE
REPORTS**



Marketing

Vacant Chair

- **Special thanks to Brad Folsom for temporarily stepping in to cover Marketing in his role as Graphic Designer**

Role/Activity	Person
Program Production Manager	Mary Moyer
Program Proofing & Content Generation	Marilyn Bogan Nathan Bill Brian Leatherman Leslie Beahm Chuck Stout Debi Simons



**YEAR IN
REVIEW
COMMITTEE
REPORTS**



Marketing
Vacant Chair

Role/Activity	Person
Concert Slides	Brad Folsom Nathan Bill
Illustrator Slide Presenters	Ben Greene Daniel Sandberg Mary Moyer Bruce Henson
Senior Centers Group Sales Coordination	Jim Singletary



**YEAR IN
REVIEW
COMMITTEE
REPORTS**



Marketing
Vacant Chair

Role/Activity	Person
Website Update Subcommittee	Leslie Beahm Gia Viscardi Maura Mackintosh Kathleen Meier Nathan Bill

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YEAR IN REVIEW COMMITTEE REPORTS



Outreach

Vacant Chair

Purpose: Reach out to local groups to find collaborators that could help us offer a greater diversity of music and attract new audience members.

How??

- Social media
- Identify local events for outreach opportunities
- Engage with other performers to initiate collaboration

We'll look to fold this into Marketing going forward



**YEAR IN
REVIEW
COMMITTEE
REPORTS**



Member Services

Kay Frevert, Chair

**Member Services is the Liaison
between CCC Members & Board**

Role/Activity	Person
Audition Support:	Maura Mackintosh, Kay Frevert, Brian Frevert, Ben Bowen
Dues Collection:	Kathleen Meier, Jann Folsom, Kay Frevert
Greeting Cards:	Paula Rokicki
Member Handbook Updates:	Katy Fink-Johnson, Brian Frevert, Kay Frevert



**Y E A R I N
R E V I E W
C O M M I T T E E
R E P O R T S**



Member Services

Kay Frevert, Chair

Role/Activity	Person
Member Roster Maintenance:	Brian Frevert, Kay Frevert
Nametags and Lanyards:	Brad Folsum
New Member Orientation:	Kay Frevert, Mike Freeland, Nancy Lauth, Nathan Bill
Retreat Breakfasts:	Debi Simons & crew
Saturday After-Party:	Tom Johnson
Concert Attire:	Ruth Most



**YEAR IN
REVIEW
COMMITTEE
REPORTS**



Member Services

Kay Frevert, Chair

Role/Activity	Person
CCC Historian:	Sally Bradley
Cherry Blossom Fund:	Maura Mackintosh, Leslie Beahm, Gia Viscardi, Kay Frevert
Guiding Principles:	Maura Mackintosh
Member Survey:	Gia Viscardi
Section Leaders:	Gloria Srikijkarn, Nancy Lauth, Carolyn Gentle, Ben Bowen, Dan Kullas, Ron Lester

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YEAR IN REVIEW COMMITTEE REPORTS



Production

Karen Sandberg, Chair

What We Do Every Year

- Scheduling and coordination with venues, primarily with Bethany
- Rooms 312 and 314 (breakout) set up and take down
- Set up and take down of risers for concerts if needed
- Making sure we have someone to run sound, record and do the live streaming and run the illustrator
- Making sure doors are unlocked and tables are set up for various things

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YEAR IN REVIEW COMMITTEE REPORTS



Production

Karen Sandberg, Chair

Special thanks for the season of hard work:

- Jay Hartman and Brian Frevert for rehearsal setup and takedown
- Mike Freeland for recording concerts and rehearsals
- Leah Lucas for helping Mike
- James Libbon for recording rehearsals
- Debi Simons and Kay Frevert for coordinating food for rehearsals
- Debi Simons for coordination of receptions
- Mike and Mary Moyer for coordinating our volunteers for concerts



**2024 - 2025
ARTISTIC
STAFF**

Artistic Director & Conductor:	Brian Patrick Leatherman
Associate Conductor and Assistant Accompanist:	William White
Principal Accompanist:	Debbie Johnson
CherryTones Conductor:	James Libbon



**2024 - 2025
ADMINISTRATIVE
STAFF**

CherryTones Manager:	Randi Libbon
Music Librarian:	Liz Fallon
Web & Comms Manager:	Mike Freeland
Asst. Web & Comms Manager:	Jay Hartman (Starting March 2025)
Graphic Designer & Print Products:	Brad Folsom
Bookkeeper & Ticket Wrangler:	Jann Folsom

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**OTHER
SPECIAL
RECOGNITION**





**SPECIAL
THANKS TO:**

Front of House/ Box Office Manager:

Mike Moyer - *Thank you for 2 years of volunteering!*

Box Office/Usher Volunteers – too many to name!

Librarian Crew:

Lisa Blunk

Mary Moyer

Barb Janusz

Kristin Radebaugh

Renee Posey

Marjorie Lavin

Maggie Roberts

JoEllen Nikkel

Ron Lester

and former members Deb

Maruyama and Pat Klass

Is there anyone else we missed?

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**2025 – 2026
SEASON
PREVIEW**

**Spirits, Spells &
Mariachis**

October 10 & 11, 2025
Bethany Lutheran
7:00pm

**American
Songbook VI
The Brill Building
Lights up Manhattan**

March 6 & 7 2026
Bethany Lutheran
7:00pm

**Rejoice in the
Season**

December 12 & 13, 2025
Bethany Lutheran
7:00pm

**Haydn Creation
with the Littleton
Symphony**

May 8, 2026
Littleton United Methodist
7:30pm

**CHERRY CREEK
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**2025-2026
SEASON
PREVIEW**

- Hagenberg Consortium
- Elaine Hagenberg Paris Festival
 - June 19-24, 2026



A W A R E N E S S & R E M I N D E R S :

- **The board will be sending out a key bylaws change over the summer for your consideration, with a vote at our second rehearsal back.**
- **Please provide your musical suggestions at the table in the lobby**
- **Review our historian's binders – Sally does great work!**

**VOLUNTEERS ARE YOUR TIME AND TALENTS
ALWAYS MAKE OUR CONCERTS
WELCOME! POSSIBLE!**



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***Save the
dates!!***

- **First Rehearsal – 8/19/2025**
- **Chorale Picnic – 8/23/2025**

at Nathan Bill's New House in Highlands Ranch

HAVE A GREAT SUMMER!!