



Minutes

October 18, 2025 Board Meeting | 9:30am

Location: Gia's House

In Attendance:

Gia Viscardi (President), **Nancy Lauth** (Vice-President), **Colleen Parsley** (President-Elect), **Nathan Bill** (Past President), **Gareth Smith** (Secretary), **Leslie Beahm** (Membership), **Sue Warren** (Fundraising), **Brian Leatherman** (Artistic Director), **Will White** (Associate Director)

Meeting called to order at 9:44 a.m.

Motion to approve September 2025 Board Meeting Minutes

- Motion to approve the minutes as submitted was made by: Nancy.
 - Seconded by: Nathan.
 - Decision: Passed unanimously.

Additions to Agenda

Feedback on Tix / Online Ticketing for October Concert

- Purchasers who paid a \$3 fee to have tickets mailed to them did not receive the tickets.
 - This happened to 6 purchasers and 1 individual purchaser. Gia contacted each of them to provide tickets to the October concert and will work with Tix to resolve this issue.
 - For this season, Leslie can print season tickets for those who requested them.
- Two people complained about the fees and Gia explained the reasons behind the decision to move to online ticketing.
- One person's ticket was sent to junk mail but later received help to find it.

Financial Report: Gia

- Main takeaways from ticket sales data:
 - The October concert outsold the October 2024 concert.
 - Will noted that many comp tickets were given out for the 2024 concert (at least 2 per D'Evelyn student who sang with us), which might have skewed the numbers a bit.
 - Season ticket sales exceeded last year's by 40%.
 - Ticket sales totaled \$11,708 (had planned for \$10,000 in budget).
- Next season, we should consider a slight increase to the price of tickets sold at the door.
 - This is common practice for many places and would encourage advanced purchasing.

- 85% of the October ticket sales were made online.
 - There were about 30 tickets sold at the door each night.
- Abby (the Chorale's grant writer) has stepped in to take over box office management and is actively engaging in learning the process & proposing improvements.
- Online purchasing has saved Kathleen a lot of time, both because it avoids having to process ticket envelopes and cash/checks, and because Tix collects and compiles all the audience data.
- This is the last year of Kathleen's term as treasurer.

Priority Business

Credentialing Continuity: Nathan

- We have not been able to gain access to the gmail account that Mike used, which also is tied to our YouTube account, so Nathan created new gmail and YouTube accounts.
 - Successfully enabled streaming in time for the Saturday concert.
- The cellular account with Verizon is linked to the old gmail account, so we're also unable to access that account. Possible solutions:
 - Getting a court order would require a lawsuit to be filed.
 - Shutting down the account is difficult without access to the account.
 - Might be able to contact Verizon for a solution.
 - The account could be cancelled if we stopped payment through the credit card.
 - Gia will work with Kathleen to get the account number and attempt to stop payment.
 - Brian will contact Mike's family to see about getting a death certificate and the Chorale iPad if possible.
- Nathan proposes moving the email management from Indra (web hoster) to our Microsoft Tenant, which would allow forwarding addresses for group emails and also outgoing email addresses (not just forwarding). This move would allow much more control over the emails.
 - He has compiled a list of the Chorale's current forwarding addresses and could switch them easily. He'll plan a working session to discuss which addresses should be kept and which should be consolidated, as well as whether there should be alias accounts linked to positions within the chorale (in addition to named accounts).
- We have some shared accounts on various platforms and some insecure passwords. Nathan will be sending out some information on password standards to make sure all passwords are as secure as possible.
- Nathan is currently in the admin role for Mailchimp.
- Nathan and Jay share access to a vault to manage the Chorale's passwords.

Reassignment of Brad's Job List (Final Review): Leslie

- Leslie has been preparing the programs and will continue to do so.
- Concert Images for streaming concert / Illustrator: should be assigned to a specific person.
- Create promotional materials for CO Gives and other donation activities: can be part of Hanna's marketing responsibilities.
 - Emails should go out soon (to solicit donations for November / CO Gives matching).

- Showcase programs: Leslie can do these unless somebody else would like to.
 - Ticketing: since Showcase is smaller and only open to Chorale insiders, there can be a single list of ticket purchasers and then names can be checked off the list at the door.
 - Jann is planning to work on Showcase again this year. Hopefully there can be a meeting of all involved to begin collaborating.
- Hannah and Leslie's roles cover many of the other organizational / maintenance tasks.

Advertisers for Programs / Donor Solicitations

- There were no ads in the October program. For future programs, perhaps start by asking Chorale members if they'd like to buy ads.
 - Finding advertisers is normally a fundraising task, but a committee should be formed to do it.
 - To start with, Leslie will finalize a form to solicit ads from within the Chorale and Colleen will take lead on telling the membership about it.
- Postcard mailings to keep in touch with donors: many groups do this regularly and over time, they do pay off.
- As part of the corporate donor package, we had a chart to detail benefits that donors could receive at specific tiered donation levels. The question of donor benefits & other incentives should be revisited and promoted to individual donors.
 - This list could be distributed within the Chorale and also added to the program.

Digital Concert Tracks

- CDs will no longer be made. Could we separate the audio from Saturday night to make individual tracks and post them on our website along with video links?
 - Tom Grushka did the recording in October for a flat fee and we could ask him about making audio tracks.

SCFD Funding Reception

- October 29 from 6:00-8:00pm. Gia, Nathan, and Colleen will attend.

Program Ad Sales

- Colleen will make an announcement about them at Tuesday's rehearsal.

Upcoming Bylaws Revision

- Wording will be finalized soon.

YouTube Livestream

- Thank you, Nathan, for making the October livestream happen!
- In order to collect data for future grants and possible audience outreach, there will be a requirement for people to enter email addresses and zip codes in order to access the Saturday livestreams (just to view the live concert, not to access the recordings later).

- The objective of the livestream is to provide a viewing opportunity to out-of-town people or those who are otherwise unable to attend the concert in person. The link is not sent out until Saturday afternoon.
- The link will be private so that viewers will need the URL to access it. For future concerts, the link could be posted on our website.
- Who should take on the livestream responsibilities for future concerts?
 - Nathan will do it for this season, but the board should consider adding it to a paid position in the future (possibly Tom Grushka's).

YouTube Concert Video Upgrades

- When finalizing the concert video, Tom Grushka will cut out the dead space, introduce chapters, and use some of the graphics / song titles from the Illustrator.

Website Vision Workshop

- What would people like the Chorale's website to contain? See Addendum.

Project Updates

Upcoming Concerts: Brian

- Brian has been giving thought to what instruments are needed for upcoming concerts in order to streamline as much as possible.
- Has received emails regarding the Consortium piece. Nathan and Gia were copied and the contract is updated / ready to send it with a check. It will be performed first in the May concert.
- Question: Silent Night in honor of Liz at the December concert - should it Soprano 1's? All Sopranos? Whole choir?
 - Decision: Whole choir at the end of the concert with candles.
 - Chorale will purchase new battery-operated candles for all singers.
- We need to decide on honorarium amounts for joining choirs. Maybe \$500?
 - Will ask Kathleen what we have done in the past.

Staff Contracts

- Contract still needed for Jay as Internal Web Manager. Will be completed soon.

Kudos!

- To everyone for working together!

Committee Reports

Leatherman Lowdown: Brian

- Brian will be looking into the list of who will be going to France in June.
- Will reach out to Elaine Hagenberg to invite her to attend the May concert.

- Should we consider providing comp tickets for upcoming concerts to collaborating choirs? Perhaps Mesa, Overland, D'Evelyn.
 - It would be nice to encourage students to attend our concerts.

Marketing: Gia

- What marketing materials should we prepare for the December concert? Possibilities: posters, buckslips, postcards, ticket-sized ad (or smaller).
 - Do people actually hang the posters that are handed out at rehearsal? In the future, we might want to consider inquiring in order to know if we should continue making posters and/or how many to make.

Fundraising: Sue

- Grantwriter and Gia completed the application for the Galen & Ada Belle Spencer Foundation. A decision is expected sometime this month.
- Abby submitted a Grantee Interest Form for the Bonfils-Stanton Technical Assistance Grant, but the request was denied.
- Abby has suggested three new potential grants to look at / apply for.
- King Soopers Community Rewards earned \$504 last quarter.
- Paula Rokicki has been connecting with Tagawa to see upcoming offerings for the holidays. She will start selling Tagawa gift cards at the next rehearsal and continue until 11/25/25.
- Kathleen picked up the SCFD check. We received \$29,058 (more than we had accounted for in the budget).
- Sue attended the SCFD meeting in August. The key takeaway to attract more donors: *have fun!* Word will spread.

Membership: Leslie

- Leslie updated the Membership Handbook. It has been posted to Teams for review and/or putting it on the website.
 - Should connect with Jay to get it added to the website.
- Leslie will be updating the Rosters soon.

Artistic Committee: Brian

- Meeting planned for 11/15/25.

Production

- The October concert required a lot of staging. For the next concerts, Brian has asked Nick, the head custodian, to set up the risers closer to the front to improve the sound. Last-minute requests to Bethany are difficult -- please make requests as early as possible.
- All guest performers for the October concert returned the Questionnaire. Karen greeted them and put signs outside the rooms they could use for warm-ups and during the concerts.
- Fernando from Trifecta Security worked both concerts. He stayed near the ticket table while there was a cash box, then moved to the parking lots for the rest of the night.
- The 7:00pm concert start time worked well and made it possible for everybody to be out before 10:00pm (even with the Friday reception).

- Gia: The Front of House operations went well. Mary and Mike Moyer trained Abby on Tix, Survey Monkey Volunteers, & PayPal. Leslie and Colleen volunteered to meet Senior Outreach groups. Abby has already followed up with helpful notes.
 - The lighting outside is insufficient, and raises concerns for concertgoers' safety. Possible solutions:
 - Brian will talk to Karen to see if there's anything Bethany can do.
 - Take extra lights to be used outdoors.
 - Assign volunteers to help attendees safely enter the church.
- Feedback about the streaming video: Bethany's cameras have significantly different color tones. Nathan will talk to them to see if there is anything that can be done to fix this.

Meeting adjourned at 12:57 p.m.

MOTIONS & DECISIONS

#	Made By	Motion	Decision
1	Nancy / Nathan	Approve September 2025 Board Meeting Minutes	Passed

ACTION ITEMS

#	Owner	Action Item
1	Gia	Work with Tix to make sure tickets are printed & mailed to purchasers who request and pay the fee for paper tickets
2	Leslie	Print season tickets for purchasers who requested / didn't receive them from Tix
3	Gia / Kathleen / Brian	Take steps toward cancelling the Verizon account (obtain necessary information & documents) and get the iPad back if possible
4	Nathan	Working session to decide which emails to keep or consolidate; migrate from Indra to Microsoft Tenant
5	Leslie / Colleen	Create & distribute a form to solicit program ads from within the Chorale membership
6	Gia	Finalize wording for proposed Bylaws amendment
7	Gia	Contract for Jay
8	Leslie	Connect with Jay to post the updated Member Handbook on the website
9	Leslie	Update rosters
10	Brian	Talk to Karen / Bethany re. concerns about lighting for attendees entering / exiting the church in the dark
11	Nathan	Look into video quality / different color tones in cameras

