

MOHA Board Meeting – January 10, 2021

Location: Zoom call.

Attending:

Vic Duca Cora	Mary Butler	
Rosemary Duca Cora	Kurt Jaeger	Sabine Creamer
David North	Reggie Ott	Lisa Wysocki
Muriel Evans-Buck		

The meeting was called to order at 7:07 pm

Secretary's Report

The December minutes were approved.

Action Items from December

Muriel should let Peg Kramer know what she's doing. (Done)

Kurt will publish the two complete videos on one of the MOHA accounts and supply the link to Vic and Rosemary. (Done)

Vic and Rosemary will announce the YouTube videos at the next rehearsal. (Done)

Vic and Rosemary responded David will respond to Sue Price's email about making rehearsals more connected to people. (Done)

David to send "Be the Answer" to Kurt. (Done)

Note: Peg Kramer is the webmaster. Send things to webmaster@mosiacharmony.org.

Treasurer's Report (Kurt Jaeger)

We have been getting more donations, but hard to tell which of our two fundraising activities were responsible. Several donations in January including the \$1000 from JI Solutions.

\$2200 in donations. They are helping

Kurt is working on donor letters. Sent Muriel a note to ask which donors to address. Muriel didn't get it. Kurt suggested he would send letters to members and Muriel for non-members. Kurt to send Muriel a list of non-member donors for thank you letters.

Promotions (Bill Forster)

Bill is frustrated because it is difficult to build social media presence. We will try to give him more help to identify things. Vic will reach out to him to try to provide some support.

Fundraising (Reggie Ott)

Nothing new. A while ago, Reggie and Muriel were supposed to talk about opening another way to raise money on a smaller scale than what Muriel does. Last year, there were two fundraisers. This year with COVID, we haven't done as well.

Membership (Lisa Wysocki)

Lisa will not send another web letter to lapsed members.

Good feedback from what David has done with rehearsals. The social part is very good. Lisa proposed that we have members select songs, teach them to each other, then sing them. Maybe a Saturday retreat where we do something like this. Daren taught a song last rehearsal. David raises a question about whether our technology is up to this.

If we were all muted, the feedback wouldn't be there. The video was choppy but the audio was OK. However, this depends on the individual's connection.

People can become frustrated by technological problems.

David's experiment. He will play some music. We can hear it, but not very loud. Sabine suggests an MP4 from your laptop. Share screen but just audio. Don't deal with video at all.

At next rehearsal, build an announcement so people can choose to teach a song. Then schedule. At the Tuesday rehearsal, David can pull the audio off a YouTube clip. This will make it just audio.

Development (Muriel Evans-Buck)

E-blast went out twice. 5000 people each. Kurt connected us with Constant Contact. List for Northern Virginia. 30-75 from people making over \$50 K/year. We blasted the 5000 twice. 694 emails bounced; 93 unsubscribed. What we are trying to do is not to rely financially so much on the members and find more prospects as well as corporate support. Sent out 3 LOIs (*Level of Interest?*) for corporate sponsorship.

The goal is to do three fundraising events a year: holiday, fall and spring. Kurt will suspend CC subscription to avoid \$62 a month charge. He needs to figure out whether it costs more to suspend it than to maintain it.

Send an invoice for what we would normally bill.

President, Vice-President Report (Vic Duca Cora, Rosemary Duca Cora)

Sharing of our two virtual concerts. Someone sent the two videos out, their IT person downloaded the videos. They want to use them multiple times and pay us \$100. Either we never do that again or do it only with stuff we don't care is it gets out or we do it for a far more limited period of time.

It might be good to clarify what they want for the \$100. David wrote both of those songs and they are copyrighted. David needs contact information for that church.

Moneys raised for these songs belong to MOHA. David is the writer and owns the copyright on these songs. No one should use these songs without his permission and whatever payment is agreed upon. The person who shared the music is the real offender here. People were instructed not to let anyone download it.

Lisa says that we still need some way to share the videos with performers.

SAG update – Sag meeting yesterday. Vision 2025 is the theme. SAG is about looking forward. Vision 2025. Four initiatives including building a new digital strategy to boost our presence on social media. The SAG is looking for someone with social media expertise to help them with this.

Sabine/ David North

They will find a place early in Interfaith Harmony week to show our videos.

David sent IFC a working draft of what to do for Interfaith Harmony Week. Previously we took the lead for one concert. We pushed IFC in the first few years. So we are a partner in something they are doing. Now that IFC is taking the lead, they are responsible for things we used to support. David sent the two videos to IFC. The virtual choir idea is a problem. David and Daren are moving toward existing videos. We may use some of those for our participation in IFC. David is not saying we won't do videos. If we have a good audio and video of a prior performances. We can edit those, put the words under them, and dissemination. So we can make a video with picture of choir lip syncing, and substitute existing quality audio. Peace, love and joy is probably the last time we will do it this way.

All of this is a temporary solution until we can be together. We are synergistic. We are less good when we sing alone.

The Meeting was adjourned at 8:50

The next meeting will be on February 11 at 7pm. Bring Valentine hearts and Prosecco. .

Action Items.

Lisa to ask Peg to put the "Please come back" email to Laura about publication in Choir Notes. (Pending)

Vic and Rosemary will prepare a COVID update in the Choir Notes.

Laura Roberts. Lisa to follow up with potential new member Laura Roberts

David will call Sally Williams

Kurt to send Muriel a list of non-member donors for thank you letters.

Vic will reach out to Bill Forster to try to provide some support in social media outreach.

Reggie and Muriel were supposed to talk about opening another way to raise money smaller than what Muriel does.

Daren and David will figure out how to make the shared singing work

David will follow up on the copyright violation.