

MOHA Board Meeting – October 8, 2020

Location: Zoom call.

Attending:

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

The meeting was called to order at 7:05

August and September minutes were approved as corrected.

Action Items

Reggie and Kurt – restaurant thing. Ongoing

Lisa will get list from 25 anniversary from Laura. - Done

Vic and Rosemary - Research into production companies – booked up until after the holidays. Sabine found a few more companies. VirtualChoir.net is really expensive. Contacted Arts Fairfax. They had a student from G. Mason. They will put her in touch with him. Reston Chorale has not responded yet. Virtual Choir World will find someone for us if we need it. Ongoing.

David and Darren are continuing to work on projects. They are looking for a production company to help.

Sabine's documentation of these contacts will be put on Google.

Muriel to distribute copies of her slides to the board. Ongoing.

Muriel will proceed with the 5\$ David Challenge with his 95,000. Ongoing.

Kurt to compile a list of donors. Done

Form 990 - Done

Financial (Kurt)

Minor changes because of the 990 filing. Just changed the categories. Includes fees and professional services to meet 990 requirements.

Promotions (Bill Forster)

How will we publicize the virtual choir videos? Bill needs guidance.

David thought this was part of tonight's agenda. Move forward with how we will release this video. We had decided that Muriel will use it for her promotion. But it needs to go beyond this.

Kurt – we had several possibilities beyond Muriel. 1) to hold it close and charge orgs to let them use it, 2) if we get a sponsor then we label it with their logo and brand and make it available to the general public.

Maybe we should preview it one night at rehearsal. How can we share it out without sharing the file? There isn't really a way to stop people from downloading the file. Or we could just give it away. No. NO.

Hold it close, sell it for use. Show it to the choir at a rehearsal.

Sponsorship – we could use it any way we wanted as long as the sponsor got credit. It is advertising for a sponsor. At that point we want to get it to as many people as possible.

How much did it cost us to make? David and Darren did it, so it is just hours. David would guess with cost estimates from Sabine's data on producers. Muriel says \$5000. \$2000 minimum.

Final – hold it close. If no sponsor, sell use to organizations. Search for a sponsor. If and when we get a sponsor, it becomes publicly available. Be flexible about who sponsors us and for how much.

Show it to the choir with cell phone restrictions. No recording. And tell the choir what we are doing with it.

What will be the cost of use? Can they include that if they are recording as part of their event? Also, we need a fee structure for multiple songs. We need to make it clear that what we are selling is use.

What if other choirs want to perform it? David sells his song. He owns the copyright. He can sell it as he chooses.

Fund Raising (Reggie)

Project Group Raise – We will promote a restaurant on a specific date in return for a percent of the profits on that date. Flippin' Pizza would like to team up with us. They are talking about delivery and pick up. They suggested that the best ways were Wednesday and Thursday rather than Sunday. Profit about 15-20%. Once we get it set up, we will make an announcement at one of the rehearsals.

Membership – (Lisa)

Composed a letter encouraging people to renew their membership. Lisa wants the website to be simple and attractive. She asked Kurt to check on it before she sends out the letter.

Maybe another one after the election.

Maybe toward the end of the year, look at sections and see who's missing. Lisa is willing to call. You will leave a lot of voice mails.

If we want people to sign up, we need redundancy. Give them multiple ways to sign up. Website, mail, email, etc.

Attendance – Zoom tells Sabine how many people are at rehearsals. Always between 36 and 38 attendees. Almost same every time. There must be a way to encourage our members to attend Zoo rehearsals. And they are the same people every time. Personalize invitations to members by email.

We had 71 people last year and 20 supporters. Supporters typically don't come in at the beginning year. Kurt is more worried about the singers.

David thinks it would be a good thing to go to the sections and ask if we can reach out to people who are not attending Zoom rehearsals. Zoom rehearsals are not good for some members. We're doing the best we can and it's our only option. But it would be good to reach out and see why people aren't coming.

Lisa is talking about reaching out by telephone. It is hard to overcome when people feel bad about practice. It's a matter of community.

Let's come up with a phone list and call. Bring in Section Leaders.

David will call the Section leaders.

What about financial assistance for membership? Say you'll check into it.

President and Vice-President. (Vic and Rosemary)

Vic and Rosemary went to SAG meeting

David went along with suggestion to remove the word "interfaith" from the mission statement. Took out the word "Interfaith" and replaced "inclusiveness" with "Inclusion".

The SAG is working on the vision statement.

The Board approved the new mission statement.

Kurt will fix the 990 to get the new wording in.

Use of email accounts – Someone sent out an amusing thing that got missed reviews. Since we have social network things and keep the email accounts for business.

This kind of thing has happened before. In the past we have specified that email should not be used for MOHA communications. That has been the default.

No one knew where this attachment came from, there is a danger from viruses in attachment.

Sabine will send out a notice telling people that the email is for business. Use Facebook and Instagram for fun.

Sabine

Upcoming Events – JCC update. They will get back to us. We were talking about a few songs. WE need to go on to produce for them a concert of 3 or 4 songs. May take a couple of months.

David North

David Lindsay, new Executive Director of Interfaith Council, asked him to check with us to get some prices so he can take it to his Board. He's being transparent about using our work. He wants stuff for their concert on November 19. He is willing to use things we already have recorded.

David Lindsay would like the Board to come up with some numbers.

He needs prices for things we have already done rather than the current videos that are in production.

At the Unity Walk, IFC used the clips from the 2019 Spring concert.

Why not select 4 or 5 songs from the Spring Concert and sell it to them for \$500.

Muriel says we need to be clear on whose use the tapes are for. We need a written agreement.

Kurt will check what songs we have in the archives. They must be original songs and good performances.

We've had a long relationship with IFC. David puts IFC in a special category.

David needs to say "this is what we can offer for \$1000".

Three songs for \$1000; four for \$1500. Two that they can reuse; two new ones. Will negotiate if he only needs two.

Muriel

We need a DUNS number before we can apply to the Virginia Commission of Arts. Not due until February.

Cell phone request for Muriel. She needs this for promotion. Kurt will buy it for her.

Goal to do 3-5 grants in October.

First draft of Holiday Appeal to Vic by October 26. She got a sponsor to buy a list. 5000 emails to be sent out for Holiday Appeal.

Send out to \$5 for David campaign.

Meeting was adjourned at 9:22.

Next meeting is on November 12.