DRAFT

VMC Board of Directors
March 10, 2026

Present: Robin, Valerie, Susan, Jonathan, Andrew, Tom, Geri
Guests: Cherie, Katherine, Rebekah, Robert, Mark, Jaz, Natalia
Absent: Philip, Dennis, Bai

Call to order, 7:00 pm
Agenda - Robin. Motion to adopt passed.
Minutes - Motion to adopt passed.

Opening remarks, Robin: Congratulations to all for the concerts. Would like every area to have a working committee in four weeks.

Concerts - Valerie

- Report on the number of tickets the orchestra used, Saturday and Sunday, plus the number of tickets given to First Pres. (1) and the Cowlitz tribe (4).
- The use of the supplied water was discussed, with the lower number of used cups than expected and the fact that many people take personal water bottles to public events.

- VMC needs a first aid kit to be available for concerts.
- Discussions of creating a hanging or a-frame sign to direct ticket holders to the right spots upon entry, and of a possible need to print more tickets.

Treasurer - Andrew

- The financial reports and update were posted on screen. I don't see 2026 reports in the drive.
- Concert revenue was $11,800 with 384 tickets sold.
- Chart of ticket sales counts from 2021-22 onward shared on screen.

Other Committees:
Social Media - Valerie, Jaz

- Jaz and Rebekah did photos and previews for the concert.
- Jaz referred to a company strategy where customers who make a Like or referral are entered into a drawing for tickets.
- Also pointed out that VSO uses promotional videos.
- Robin - Should have a goal of starting ticket sales 8 weeks prior to concerts.
- Related website developments including photo updates were discussed.

Development - Cherie

- Update on outreach to donors (individuals) via calls and letters - donor prospecting, with $5K goal.
- Sponsors need to know what each level of sponsorship receives.
- Website information on sponsors needs to be current by May if possible. Needs to be consistent with what we tell them and what they see at concerts.
- Once again grant applications will be filed.
- Discussed use of "sponsor" on programs again. Cherie defined *sponsor* status as transactional - the sponsor receives something from us depending on size of donation.
- Possibilities such as raffles for gift baskets were discussed.

Membership - Susan

- Will put together a letter for audition applicants.
- Wants to be granted authority to respond to inquiries within 2 weeks.
- Commitment form on the website need to be updated.
- Brief discussion of the possibility of changing men's concert attire to all black, no bow ties - a survey will be taken.

Marketing - Tom

- There was more publicity for this past concert than ever before. Since "ever before" was the wording during the meeting, I used it here. Do you want "There has been more publicity during the past 5 years, etc.," instead?
- Tom will be gone for 2 weeks in September; will try to find an assistant by fall.
- The committee is investigating local printers.
- Will probably buy All-Classical ads again.
- Victoria pointed out to Tom that sometimes there are last minute changes in orchestra personnel after the deadlines.

Tech - Mark

- Filled Board in on latest developments regarding Board email addresses.

Good of the Order

- Scholarship photos need to be put in the Tech folder.
- Uses of the shared drive were discussed.

Motion to adjourn, 8:45, passed.
Next meeting is April 14