VMC Board Meeting
December 16, 2025

Present: Robin, Dennis, Valerie, Susan, Jonathan, Philip, Andrew
Guests: Cherie, Rebekah, Jaz (via Zoom)
Via Zoom: Geri, Bai

Call to order, 7:10 pm
Agenda - Robin: motion to adopt agenda passed.
Minutes - Geri: motion to adopt November's minutes with corrections passed.

Concerts - Valerie

- The meeting discussed concert logistics and social media strategy. Valerie reported on challenges with ticket scanning while the group agreed to investigate QR code issues.
- It was noted that the cry room needs a speaker so that those inside can hear the concert.
- The team also addressed crowd control during rehearsals and discussed social media goals, noting that while choir members were engaged, broader community outreach was needed.
- Focusing on social media quality versus quantity was discussed. Valerie and the social media committee will draft a SM charter / strategy and share it for review.
- The issue regarding concertgoers (notably family members of chorale members) who wanted early entrance to the sanctuary was discussed and it was suggested that notices of no early entrance be put on the doors. Philip said he'll speak to the choir about this as well.
- The conversation ended with acknowledgment of Valerie's detailed documentation of procedures and plans for future concerts..

Treasurer's report - Andrew

- Andrew displayed and discussed the monthly reports sent by email
- The concert exceeded its ticket sales budget by $2,500, and the organization is currently sitting on a cash-heavy position with an elevated investment account.
- The board discussed the need to reforecast the budget to address potential deficits. Andrew mentioned that we won't meet the forecast in member dues. The budget will be reviewed and possibly reforecasted based on actual and expected expenses. There will need to be budget adjustments due to not receiving grants.

Director's report - Philip

- Requested to have a role specific email address, director@vancouvermasterchorale.org, created. Bai will find out how to do this.

- Philip will survey the choir regarding interest in merchandise and will present some options.
- He is satisfied with current ticket prices.

Development - Cherie

- Cheri expressed caution about new fundraising events but was open to considering existing successful models, with a focus on cultivating individual donors and choosing fundraising means that seem to be a natural fit for a choral group.

Membership - Susan

- Susan reported on music pickup numbers and noted a need for more lower basses in the choir.
- The group explored the feasibility of providing water for concertgoers during intermission.
- Susan and Bai will track down remaining choir members not yet in the photo gallery.

Marketing - Tom

- The social media committee discussed strategies for improving their social media presence, focusing on quality content and targeted posting schedules. They agreed to develop a marketing strategy that aligns with the organization's goals, and to collaborate with the marketing team to streamline efforts.
- The committee also explored options for implementing surveys during the ticket purchasing process to better understand how audiences find out about concerts.
- Tom will email the videographer from 2024 regarding videoing our March concert and post a list in the Board Google Shared drive of local newspapers, websites and magazines which are notified of our concerts for publicity.
- There was a discussion of the possibility of selling merchandise at concerts and to choir members. Philip mentioned that t-shirts can be obtained at about $6.50 each. Other fundraising possibilities during concerts were briefly discussed.
- Colors used on the printed programs were discussed.
- Tom mentioned the importance of marketing to those who are already “fans.”

Tech - Bai

(more in notes)

- Robin,Tom and Bai discussed the design and content of a program, focusing on potential changes to the layout, type size, and color scheme. They considered adding more pages to accommodate additional content or ads, which could increase revenue.
- Extra expenses for setting up advancing slides were discussed, alternatively with the possibility of requesting the services of the church volunteer who does this. Possibly consider adding the use of slides to the next concert.

- Bai will investigate adding survey questions to the online ticket forms and will open ticket sales as soon as promotional materials are received.
- Instructions for use of vancouvermasterchorale.org email addresses will be added to the Board shared drive.
- Jim Winger will be included in future AV training.
- The updates to the page for the youth scholarship will be added to the website by Jan. 1. The photo gallery will be updated.
- Will consider adding emails from GiveSmart to the subscribers' list.
- Tech Committee member Mark Condon will be taking on more projects.
- The Committee is preparing to begin online ticket sales for the March concert.

Old Business

- There was more of the ongoing discussion regarding ticket prices and season tickets.

Good of Order

- The potential use of the church's recording equipment and charges for using AV equipment were discussed.
- More tickets may need to be printed to give to donors during the upcoming months.
- Dennis volunteered to be the VMC liaison with First Presbyterian Church.
- Robin commended all concerned for their professionalism during the December concert.

Motion to adjourn passed, 9:00 pm