

PPM Board of Directors Meeting, Sanborn Hall, March 5, 2019, Call to Order at 5:50

Present: Diana de' Alvare, Peter Armstrong, Chip Cyr, Diane Day, Priscilla French, Al Lantinen, Kristin McNulty, John Rice, Mitch Shuldman, Tom Tennant, Chris Turner.

Minutes of previous meeting approved

...after Al Lantinen's amendment to specifically name those who no longer have signatory authority...viz: Scott Beiber, Cindy Bear, Chris Turner. New authority is with Al Lantinen and Tom Tennant...a necessary condition of the statement.

Income and Expense Report, Account Balances:

Kristen presented account details, previously distributed. Balances are comparable, but slightly ahead of last year. We are ahead on program book ads and on-line sales have already started. We are in a good position to fully fund the Scholarship Fund, rather than relying on "passing the hat".

Music Director's Report:

Still no photos of last year's recipients in the news. Tom will attempt again and try to have it timely announced before the concert. John Lamson acknowledged as a "recruiter" for new candidates.

Concert PR

Tom presented his discussion with Cindy Bear: Our efforts should focus on broad goals for PR. NHPR radio ad costs were presented for Drive Time spots versus dedicated placements around particular programs (Folk Show, Prairie HC) that would help the BGM PR. Consensus is that the NHPR demographic is very good for our name recognition and awareness.

Al suggests a spot in the Edge magazine.

Go back to mailings?

Facebook effectiveness versus Instagram and future trending social media were discussed, to aid younger recruitment, (who in the choir could help do that?).

How best to survey concert-goers and gain emails and address lists...program inserts?

Poster will be ready March 18. Next poster design discussion focused on background imagery and colors.

The rack card redesign discussion is tabled until summer meeting.

Get more mileage from Michael G.'s PR release; put it on website and in e-mail blast.

Mitch to do Facebook updates.

New Business

BOD succession...need more women; Pat Vorkink is a possible. Chris will not run again; we will need a co-president with Tom.

Annual meeting will be April 23...announce that tonight. Next BOD will be April 2.

Dress and sectionals are all set.

Concert speakers will be Tom and Chris.

Roster accessibility on web site will not change.

Meeting adjourned at 6:53 (PeterA)