

PLANT CITY COMMUNITY CHORALE

JULY 7, 2022

BOARD MEETING MINUTES

TIME: 1:30 p.m.

LOCATION: 703 Evers Street – Plant City, FL

PRESENT: Carol Walker – Executive Director (ED)
Ann Shephard – Treasurer
Lark Underwood – Secretary

ABSENT: None

GUESTS: Joyce Nestor – Concert Manager
Lisa Sode - Publicity

Executive Director Carol Walker called the PCC Chorale (PCCC) BoD meeting to order at 1:27 p.m.

APPROVAL OF PREVIOUS MINUTES

Walker made a Motion the June 9, 2022, Minutes be approved as presented. Treasurer Ann Shepard 2nd the Motion. The Motion passed unanimously.

TREASURER'S REPORT

The June 2022 Financials* were presented and reviewed.

The Budget vs. Actual for June 2022 was presented and reviewed.

The QuickBooks Income Statement*, June Balance Sheet*, June Balance Sheet Detail*, Profit & Loss*, the Fiscal YTD Profit & Loss* were presented and reviewed.

**Copies of these financial documents will be made available to the Members via an email request or by viewing the quarterly updates on the PCCC Website.*

Shepard discussed the loss of \$2000 for the last month which is usual given the Artistic Director and Accompanist remuneration, as well as concert guest artist expenses.

The Hopewell concert sponsor check arrived and was included in the cash income for the month of June.

The monthly operational expenses included Music Library supplies purchased, QuickBooks fees, a small insurance payment due to Nativity Catholic Church's request to be included on the PCCC Liability Insurance for the concert at the church. Nativity was paid \$300-10% of ticket sales minus what was paid for the insurance inclusion.

The ticket sales in June were approximately \$2145.00.

The 150 programs cost about \$249.00. Shepard asked if the BoD had correctly estimated the number of programs. Walker responded the number ordered was closer to what was needed which

included those to be sent to advertisers and the ones included in the Concert Book—so very few extras were left.

At \$3,940, the payments to the PCCC Artistic Director (\$2000), the PCCC Accompanist (\$1200), the Guest musicians (\$640), plus \$100 for Marguerite were the largest concert expenses.

This leaves \$7,509 in the bank at Concert Season year end.

Secretary Lark Underwood moved the Treasurer's Report be approved as presented. Walker 2nd the Motion. The Motion passed unanimously.

OLD BUSINESS

Women's Ensemble (WE)

Underwood, as the WE Manager (WEM), reported met for its first of three summer rehearsals Monday 6/27, and will be meeting for its second on Monday July 11, 2022.

She asked about the PCCC paying for WE guest artists. Walker said this should be discussed at the Budget meeting.

Walker about the number of singers in the group as it has been limited to 12, but WE Director (WED) Marilyn Nicholson has invited one of her former students to join WE (this singer is also planning to join the Chorale). This makes the group 13, but Nicholson will conduct and not sing.

Underwood will be working on the WE Director (WED) contract, and will base it on the Artistic Director contract, and the WEM Operating Procedures (OP) on other OP's written for other positions.

NEW BUSINESS

Conflict of Interest Reporting Form

The updated 2022-2023 Conflict of Interest form was presented and reviewed. Underwood moved the form be approved as revised and presented. Shepard 2nd the Motion. The Motion passed unanimously.

The form was then signed and dated by the current BoD members.

Executive Director's (ED) Operating Procedures (OP)

The updated OP for the ED was presented and reviewed. Shepard moved the OP be accepted as presented. Underwood 2nd the Motion. The Motion passed unanimously.

Donor Checklist

The Donor Checklist completion and distribution to the appropriate parties was discussed as the completed form had not been making its way to the ED.

All parties agree that in the future, each person will be sure to forward the electronically signed form to the next recipient on the form in a timely manner.

Concert Manager (CM) Duties

Current Concert Manager Joyce Nestor is not available for the Fall or Winter Concert Sessions. The BoD discussed how the many jobs done or supervised by the CM could be handled by other volunteers.

Joyce Nestor

Nestor expressed her disapproval of charging Nativity Catholic Church for the fee to add the church to the Chorale's liability insurance.

Membership Drive

Walker initiated a conversation regarding how to attract new Members to the Chorale by showing the group a sample poster.

There was a discussion about a more robust social media campaign now that new Member Anna Hoyt has agreed to take over this task.

Publicity writer Lisa Sode suggested the group take more pictures and videos during rehearsals to post on our social media outlets and our website. She also thought current Members could be interviewed by Hoyt for short comments to post.

Underwood suggested approaching Members likely to agree to take photos & videos that Hoyt could then post. Then more than one person could help with getting material to post. Sode also suggested offering a “*Refer-a-Friend Discount*” so if a Member brings in a new singer, he or she is given a discount on their Membership dues. This was thought to be a good idea because members are the best recruiters for any group.

Chorale “swag” was also a suggestion: magnets, clings, hats, shirts, etc. The return on investment might be small, but it might put the group’s name out in the public.

Sode also suggested the BoD consider having a blog on the website as there are several good writers in the group and a blog will draw traffic to the website. She suggested a new post every other week covering such topics as the concert music, what music means to a Member, etc. Shepard suggested if a blog added to our site traffic, the on-line ticket sales might increase.

Walker said Member Patti Booher, who works in the school system, had sent the names of the music supervisors for the school district. Sode volunteered to send information to them as she does for other publicity outlets. Shepard suggested Artistic Director Coleman Flentge be asked about college-level contacts, and they be included.

The start date for the membership publicity needs to be started before August first. The consensus was the week of July 17th. Shepard volunteered to work on an eye-catching poster—based on Walker’s sample—to use on media and in public spaces and get it to Hoyt for social media.

As soon as Sode gets the poster she will begin sending out the publicity to the usual media outlets.

Venue Search

Walker asked if there were any possible venues other than 1st United Methodist Church (FUMC) in Plant City.

Walker contacted the music director at Hopewell Baptist Church (south of SR60) as a possible performance venue but had not heard back from the church. On FaceBook, Walker saw the church had a baby grand piano, organ, and a keyboard, but it is completely carpeted. It might be a possibility, but AD Flentge would need to see and hear the space.

Walker suggested the Fall concert be performed at FUMC.

Underwood asked about Eastside Baptist Church in Plant City. While it is a welcoming venue for the Chorale, Nestor said it had the same carpeting issue, plus the piano is in an awkward location. AD Flentge would also need to see and hear this space.

Shepard asked about Flentge’s home church in Tampa. This started a discussion of whether the Chorale’s usual audience would follow the group to Tampa for a performance.

Underwood suggested two concert nights. However, the Chorale has learned—through experience—two performances on the same weekend is not practical for the group.

Walker said she had thought of the Tampa church as an afternoon venue. She suggested a local Saturday evening performance one weekend, then the next weekend a Sunday afternoon Tampa concert could be performed—or the other way around.

All present felt the Membership needed to be polled/asked if the singers were willing to give two weekends for a concert. If yes, then plans could move forward, if not enough were willing, then a single location should be selected. No specific concert would be asked about—just a general query if Members would be willing.

Nestor suggested if the BoD wanted a different venue than FUMC, New Hope United Methodist on Knights Street in Brandon might be a viable location as the remodeling of the church is complete. Concern about losing Plant City audience if too many concerts were outside of Plant City was voiced; but the possibility of gaining new audiences from other locations was made. Walker suggested the June Patriotic Concert be performed at New Hope UMC.

Nativity Catholic is the tentative venue for the Christmas Concert. Nestor informed the group the Nativity calendar will open in August for the next year, and she is checking it regularly.

Hope Lutheran in Plant City is a possibility for a venue, but a concert there will have to be either *a cappella* or with other instruments as the keyboard there is not acceptable for performance.

It was decided to sing Fall & Spring in Plant City and the Summer & Christmas in Brandon. Selection of exact locations will be discussed with Coleman and is contingent upon each church affirming they would be willing to host our concert.

Summer Party

August 6, 2022, was selected as the Saturday to hold the Summer Party. Shepard offered her home as the location, with a start time of 4:00pm.

Future Board Meeting Dates

The next monthly BoD Meeting will be announced when scheduled.

ADJOURNMENT

There being no additional business, Walker called for adjournment.

The meeting was adjourned at 3:29 p.m.

Respectfully submitted,

Lark Underwood

Lark Underwood – PCCC Secretary

Financial Summary for June 30, 2022

- Net monthly **loss** is \$2,006.83
- Monthly income included the concert sponsorship from Hopewell of \$500.
Ticket sales for the America the Beautiful Concert contributed to \$2,145 for this months income.
- Operational expenses = \$162.50
America the Beautiful Concert programs and concert venue expenses this month were \$549.40.
- Salaries and Guest Musicians were \$3,940.

Total Income:	\$2,645.07
Total Expense:	<u>\$4,651.90</u>
Net Income (Loss)	-\$2,006.83

South State Bank Balance as of 05/31/2022	\$9,696.84
Checks/Payments Cleared	-\$4,826.67
Deposits	<u>\$2,679.26</u>
South State Bank Balance as of 6/30/22	\$7,549.43

PayPal Balance (Account Closed)	\$0.00
South State Bank Balance	\$7,549.43
Uncleared Checks	\$40.00
Total Cash	\$7,509.43

Plant City Community Chorale, Inc
Profit and Loss
June 2022

	Total
Income	
43400 Direct Public Support	0.00
43460 Sponsorships	500.00
Total 43400 Direct Public Support	500.00
45000 Investments	0.00
45030 Interest-Savings, Short-term CD	0.07
Total 45000 Investments	0.07
47200 Program Income	0.00
47250 Ticket Sales	2,145.00
Total 47200 Program Income	2,145.00
Total Income	2,645.07
Gross Profit	2,645.07
Expenses	
62100 Contract Services	0.00
62150 Outside Contract Services (Musicians)	640.00
Total 62100 Contract Services	640.00
62500 Concert/Event Expenses	0.00
62501 Concert Space Rental	300.00
62502 Concert Programs & Posters	249.40
Total 62500 Concert/Event Expenses	549.40
65000 Operations	0.00
65011 Accounting Software	25.00
65046 Music Library Supplies	103.38
Total 65000 Operations	128.38
65100 Other Types of Expenses	0.00
65120 Insurance - Liability, D and O	23.31
Total 65100 Other Types of Expenses	23.31
66000 PCC Chorale Contract Employee Salary	3,200.00
66002 Women's Ensemble Artistic Director	100.00
Total 66000 PCC Chorale Contract Employee Salary	3,300.00
85551 Square Fees	10.81
Total Expenses	4,651.90
Net Operating Income	2,006.83
Net Income	2,006.83

Plant City Community Chorale, Inc

Balance Sheet

As of June 30, 2022

	Total
ASSETS	
Current Assets	
Bank Accounts	
Paypal	0.00
Plant City Community Chorale	7,509.43
	\$
Total Bank Accounts	7,509.43
Other Current Assets	
12000 Undeposited Funds	0.00
	\$
Total Other Current Assets	0.00
	\$
Total Current Assets	7,509.43
Other Assets	
18600 Other Assets	0.00
	\$
Total Other Assets	0.00
	\$
TOTAL ASSETS	7,509.43
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 Accounts Payable	0.00
	\$
Total Accounts Payable	0.00
	\$
Total Current Liabilities	0.00
	\$
Total Liabilities	0.00
Equity	
30000 Opening Balance Equity	5,274.11
32000 Unrestricted Net Assets	-472.39
Net Income	2,707.71
	\$
Total Equity	7,509.43
	\$
TOTAL LIABILITIES AND EQUITY	7,509.43

Plant City Community Chorale, Inc
Profit and Loss Fiscal Year End
 July 2021 - June 2022

	Total
Income	
43400 Direct Public Support	0.00
43440 Gifts in Kind - Goods	924.24
43450 Individ, Business Contributions	2,694.00
43460 Sponsorships	1,000.00
	\$
Total 43400 Direct Public Support	4,618.24
45000 Investments	0.00
45030 Interest-Savings, Short-term CD	0.95
	\$
Total 45000 Investments	0.95
46400 Other Types of Income	0.00
46426 WE Contracted Services	825.00
46430 Miscellaneous Revenue	649.08
46431 Music Adoption	329.14
	\$
Total 46400 Other Types of Income	1,803.22
47200 Program Income	0.00
47230 Membership Dues	4,361.00
47250 Ticket Sales	13,900.57
47260 Advertising Sales	875.00
	\$
Total 47200 Program Income	19,136.57
	\$
Total Income	25,558.98
	\$
Gross Profit	25,558.98
	\$
Expenses	
60900 Business Expenses	0.00
60920 Business Registration Fees	105.00
	\$
Total 60900 Business Expenses	105.00
62100 Contract Services	0.00
62150 Outside Contract Services (Musicians)	740.00
	\$
Total 62100 Contract Services	740.00
62500 Concert/Event Expenses	0.00
62501 Concert Space Rental	1,279.50
62502 Concert Programs & Posters	1,666.65
62503 Concert Tickets	238.47
	\$
Total 62500 Concert/Event Expenses	3,184.62
62800 Facilities and Equipment	0.00
62890 Rent, Parking, Utilities	570.24
	\$
Total 62800 Facilities and Equipment	570.24
65000 Operations	0.00
65011 Accounting Software	300.00
65020 Postage, Mailing Service	134.00

65045 Music Expenses	1,330.84
65046 Music Library Supplies	246.77
	<u>\$</u>
Total 65000 Operations	2,011.61
65100 Other Types of Expenses	0.00
65120 Insurance - Liability, D and O	425.96
65160 Misc. Expenses	1,149.70
	<u>\$</u>
Total 65100 Other Types of Expenses	1,575.66
66000 PCC Chorale Contract Employee Salary	12,260.00
66002 Women's Ensemble Artistic Director	1,125.00
	<u>\$</u>
Total 66000 PCC Chorale Contract Employee Salary	13,385.00
66900 Reconciliation Discrepancies	0.76
85550 Web Host Fee	1,130.08
85551 Square Fees	91.72
85552 Bank Fee	57.34
	<u>\$</u>
Total Expenses	22,852.03
	<u>\$</u>
Net Operating Income	2,706.95
Other Expenses	
Reconciliation Discrepancies-1	-0.76
	<u>-\$</u>
Total Other Expenses	0.76
	<u>\$</u>
Net Other Income	0.76
	<u>\$</u>
Net Income	2,707.71

Tuesday, Jul 05, 2022 09:50:33 AM GMT-7 - Cash Basis

Plant City Community Chorale, Inc
Balance Sheet Year End
As of June 30, 2022

	Total
ASSETS	
Current Assets	
Bank Accounts	
Paypal	0.00
Plant City Community Chorale	7,509.43
	\$
Total Bank Accounts	7,509.43
Other Current Assets	
12000 Undeposited Funds	0.00
	\$
Total Other Current Assets	0.00
	\$
Total Current Assets	7,509.43
Other Assets	
18600 Other Assets	0.00
	\$
Total Other Assets	0.00
	\$
TOTAL ASSETS	7,509.43
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 Accounts Payable	0.00
	\$
Total Accounts Payable	0.00
	\$
Total Current Liabilities	0.00
	\$
Total Liabilities	0.00
Equity	
30000 Opening Balance Equity	5,274.11
32000 Unrestricted Net Assets	-472.39
Net Income	2,707.71
	\$
Total Equity	7,509.43
	\$
TOTAL LIABILITIES AND EQUITY	7,509.43

Tuesday, Jul 05, 2022 09:47:16 AM GMT-7 - Cash Basis