

PLANT CITY COMMUNITY CHORALE (PCCC)

Board Of Directors (BoD) Meeting

August 20, 2025

LOCATION: First United Methodist Church
303 N. Evers St, Plant City, FL 33563

PRESENT: Ann Shepard – Executive Director (ED)
Kim Rupp – Treasurer
Jane Carter – Secretary

GUESTS: Carol Walker – Concert Manager, Coleman Flentge – Artistic Director,
Jonathan Pittman - Member

Ann Shepard called the PCCC Board of Directors (BOD) meeting to order at 7:05 PM.

APPROVAL OF PREVIOUS BoD MEETING MINUTES

Not a focus for the meeting

TREASURERS REPORT

Not a focus for the meeting

OLD BUSINESS

Not a focus for the meeting

NEW BUSINESS

In preparation of the discussion scheduled for the evening, new member dues pricing, average number of ticket sold per concert and new ticket purchasing options were reviewed. It was determined that a season ticket purchase option was needed in Square. Carol will manage distribution of tickets to season ticket holders at the concert.

Jonathan Pittman and Coleman Flentge offered a presentation that provided revenue generating options for the Chorale. Discussion focused on understanding the ideas presented, how these ideas could be carried out, and the need for member buy-in

Several specific suggestions and topics from the presentation (copy attached) were discussed.

- Include a Sponsor tab on the website allowing for
 - Platinum level includes their Logo and link to website
 - Gold Level includes their Logo, no link
 - Silver Level donor name listed
- Allow one kind of business for each sponsor level i.e. one bank or restaurant for each level.
- Can have many different kinds of businesses, just one for each type of business
Sponsorship opportunities sold on a first PAID, first option
- Two suggestions for managing sponsor/donor detail in program

- Create / print / distribute 2 programs each layout highlighting a different sponsor
- Stagger each version of the program when handing out at the concert
- Hold a class to provide interested members instruction on approaching perspective Sponsors/donors and how to “close the deal”. Jonathan offered specific tips to be discussed such as, give potential donor your card – don’t ask for theirs, visit businesses on Monday mornings,
- Several suggestions made for generating list of potential sponsors/donors
- Create a new Sponsor/Donor package to include: letter from Chorale, sample ad sizes and prices, information needed to become sponsor/donor, payment instructions.
 - Jonathan graciously offered to create this.
- Benefit of Grant funds, how to search out and apply for artist grants
- Ways to increase audience awareness
- Start Endowment Scholarships
 - A long-term goal
 - Legal advice for organizational guidelines to manage properly
- Hire college student to assist with social marketing, committee management, and marketing
- Discussed opportunities (set up tables at community events, monthly newsletters)
- Suggested Financial goals
 - A 3-year goal of 2 years of operating funds in savings
 - A 5-year goal of endowment funds invested to support offering of scholarships
- Encourage member buy-in by establishing committees
 - Sponsorship/Donor – group of 4 -5 members who attend the “how to” class and approach. Specify local businesses
 - Chorale Marketing Committee – group of 4 – 5 members who participate in community events i.e. set up table at 5th Friday.
 - Social Committee – group of 1 – 2 members to establish a social calendar for Chorale Members
 - Note: establish guidelines for regular communication and accountability with BoD
 - i.e. Google drive page, attend board meeting for in-person update

Encourage recruitment of new members is essential! Remind members of referral bonus.

Action Items: Specifically from this meeting

- Ann – email current sponsor/donor package to Jonathan
- Jonathan – create new sponsor/donor package
- Kim – create Season Ticket purchase option in Square

- BoD to consider immediate and long-term action plan based on ideas presented
- Ann to send Zoom meeting link

NEXT BOARD MEETING

The next monthly BOD Meeting will be **Thursday, August 28, 2025 at 7:30 PM** via Zoom meeting

ADJOURNMENT

There being no additional business, Ann called for adjournment, Kim 2nd. The meeting was adjourned at 8:35 p.m.

Respectfully submitted.

Jane Carter – PCCC Secretary