

**PLANT CITY COMMUNITY CHORALE (PCCC)
Board Of Directors (BoD) Meeting**

April 16, 2026

LOCATION: Zoom

<https://us06web.zoom.us/j/89293167704?pwd=eH0YmVUrl6WmojBWyoBmj4G6yl4pBa.1&jst=2>

Meeting ID: 892 9316 7704

Passcode: 391603

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

GUESTS: None

Ann Shepard called the PCCC Board of Directors (BOD) meeting to order at 7:32 PM.

APPROVAL OF PREVIOUS BoD MEETING MINUTES

Minutes from the March meeting were reviewed. Ann motioned for approval. Kim seconded.

TREASURERS REPORT

. The meeting focused on reviewing financial records and updates needed for the annual report. Ann and Kim discussed a \$450 outstanding check in QuickBooks and confirmed that in-kind donations totaling \$388 were properly recorded across various accounts. Kim agreed to run additional reports to show journal entries for Ann's review, though Ann noted this wasn't showing up in standard reports as expected. The group approved the financial statements for the month (Ann motioned for approval and Jane seconded), pending Kim making a few updates to the budget versus actuals report.

OLD BUSINESS

Music Move

The Music Move was successfully completed on March 24th.

Concert in March – Journeys

Ann reviewed the financial summary for the recent concert, noting that ticket sales and sponsorships generated \$4,840 in income, while expenses included venue rental (\$375) and program printing (\$407). Ann identified discrepancies in some expense figures, particularly regarding music costs and program printing, and planned to verify and correct these numbers before sending the updated summary to members next Wednesday. The concert resulted in a profit of approximately \$2,700 despite higher-than-expected music costs due to increased membership.

Concert in June – The Ongoing Story

Not a focus of this meeting

NEW BUSINESS**Quick recap**

The board meeting focused on reviewing the March concert financials and discussing operational challenges. The group examined ticket sales, expenses, and revenue, noting they made approximately \$2,600 from the concert. They discussed issues with the Music Showcase sponsorship payment that had not arrived and debated how to handle free tickets for those who cannot afford the \$25 price. The board also reviewed the Concert Manager role and decided to streamline the responsibilities, potentially eliminating some manual tasks like large poster printing. They addressed the need to fill several volunteer positions, prepare for the annual meeting and BoD elections. Additionally, the need to prepare contracts for Coleman and Rob for the following year, including considering raises for them. The conversation ended with plans to review the concert manager procedure spreadsheet in detail at a future meeting to identify ways to simplify and improve the process.

Missing Check from Music Showcase

The meeting focused on addressing issues with a missing check from Music Showcase. Jane reported that the check sent on March 6th had not been received, and after contacting Debbie at Music Showcase, they agreed to wait until the end of the month to see if the check surfaces or gets returned.

The group also discussed the need to ensure the correct mailing address is included on the sponsorship form and possibly displayed more prominently on the website.

Website and Payment Process Improvements

Ann and Jane discussed issues with check processing and payment methods. They addressed concerns about the website functionality, with Ann explaining that display issues are often due to monitor settings rather than actual website problems. Ann shared feedback from Deborah about potential improvements to the website, including online payment options for memberships and sponsorships.

Free Concert Ticket Program Implementation

They also discussed ticket pricing, with Ann noting that while the standard rate is \$25 per ticket, many people purchase multiple tickets and don't always use them all, and only about 60% of ticket buyers actually attend events.

Based on this, the group discussed implementing a free ticket program for concerts by managing extra concert tickets and potentially offering them to community members, particularly targeting younger demographic and those in need.

They debated how to identify and reach out to people who want to attend but cannot afford the ticket price, ultimately deciding that members should inform potential attendees about available free tickets. The group agreed that rather than implementing complex ticket pricing structures (like senior or student discounts), they would let members know about the free tickets and have designated staff members distribute them at the door using a simple verification process.

They decided to wait until two weeks before the next concert to assess the number of unused tickets and determine how to distribute them

Report Filing

The conversation included filing requirements, with Kim confirming she would handle the 990N submission, annual report, and license renewal over the weekend. They also discussed confusion around a \$35 amendment filing for officer changes, questioning whether it was necessary in addition to the annual report, and agreed it was likely due to timing rather than a requirement.

Concert Manager Transition Discussion

They discussed the role of concert manager, with Ann and Jane expressing concerns about finding volunteers for the position due to its extensive responsibilities. The group explored streamlining ticket management and other tasks, with Deborah taking on significant responsibilities including artwork, posters, and ticket preparation, while Ann planned to discuss social media administration with Isabel.

The group selected Thursday, April 30th at 7:30 pm to hold a Zoom meeting to hold a focused discussion on the Concert Manager

Donation Tracking Process Improvements

The group discussed concerns about tracking donations made through Square, particularly ensuring they are properly recorded and acknowledged. Kim agreed to review donation reports and incorporate monthly Square reports into financial updates to help identify and follow up on donations. The discussion revealed that while donations show up in Square reports, obtaining donor email addresses requires additional steps, though Square does provide receipts to donors. The team agreed to implement better tracking of donations to ensure proper thank-you communications with donors.

Social Media, Publicity, Sponsorship Committee and possible Community Outreach Events

Isable Maroney volunteered to handle social media tasks. Ann will connect with her to provide information needed.

The need for a sponsorship committee and someone to handle it was briefly discussed.

Dues Discussion

The group discussed payment of dues, with Kim confirming she had paid Genesis, and noting she needed to verify Bob's payment status.

Operations Planning

The board discussed the need to affirm Coleman and Rob's continued direction of the Chorale for next year and considered giving them salary raises, potentially around \$2,000-3,000 each.

ACTION STEPS

- [Kim: Complete and submit the 990N, license, and annual report filings this weekend.](#)
- [Ann: Call Florida SunBiz to check on the status of the address/officer change submission and ensure updates are processed before the annual report filing.](#)
- [Kim: Update the financial statements and budget versus actuals with corrections noted, and resend to all board members.](#)
- [Kim: Run and provide reports from QuickBooks that show journal entries for in-kind donations for Ann's review.](#)

- [Kim: Start including a monthly Square report with the financials to help track donations and membership dues payments.](#)
- [Kim: Double check membership dues records to confirm if Bob has paid for both concerts and follow up if not.](#)
- [Ann: Send suggestions for election/timeline dates to Jane and Kim for board position nominations, speeches, and elections in May.](#)
- [Ann: Talk to Coleman and Rob to confirm their willingness to direct next year and discuss potential salary increases.](#)
- [All \(Ann, Kim, Jane\): Review the Concert Manager spreadsheet/checklist, remove outdated or unnecessary items, and prepare recommendations for streamlining; meet on April 30th to discuss.](#)
- [Ann: Set up and send Zoom link for April 30th meeting focused on reviewing and streamlining the Concert Manager procedure.](#)
- [Ann: Set up and send Zoom link for May 7th Board of Directors meeting.](#)
- [Jane: Send a draft of the finalized minutes/action items to Ann for posting on the website.](#)

NEXT BOARD MEETING

The next monthly BOD Meeting will be **May 7, 2026**, at 7:30 pm via Zoom meeting

ADJOURNMENT

There being no additional business, the meeting was adjourned at 9:07 p.m.

Respectfully submitted.

Jane Carter – PCCC Secretary