

Notes from VIC Leadership Retreat, Sat. Jan14, 2017. Attending: Jo Ann Bardeen, Stu Tribble, Mecky Chappelka, Kathleen Rindge, Cynthia Perkins, Paul Peretti, Karen Baer, Karen Bargelt, Mary Fran Lyons, Joe Farmer, John de Groen, Jim Gardner, Kaycie Alanis, Mindy Schaefer, Margie Morgan, Gary Cannon, Artistic Director, Lauri Hennessey, Facilitator. Absent: June Langland, Don Wolczko & Dan McDevitt.

Importance of building connections and forming partnerships with the community.

Fundraising Ideas:

- a. Maintain dues and ticket prices,
- b. Apply for grants- Karen Bargelt, Karen Baer, and Shannon Flora. Northwest Development Assoc.
- c. Need to ASK for donations
- d. Get ads into concert programs
- e. Sponsorships
- f. Events are a lot of work and not the best fundraisers.
- g. Each VIC member should do one thing to help make connections
- h. Raffle and put on Social media=membership potential
- i. Check Alaska Airlines, Holland America (and others) for large raffle prizes
- j. Wine tasting at Palouse- an easy \$500 can be earned
- k. Cultivate major donors; quantify our costs to potential givers
- l. Phonathons are productive for some organizations
- m. Paramount-for donated tickets
- n. Bequests- personal requests, small groups
- o. Share emergent needs by email
- p. "Figgy Pudding" competition at Christmas

Outreach/link to Community: "Art Saves Lives" – show Diversity which encourages funding

- a. Schools: Choral groups at 3 schools(Holly?), enlist "cool kids" to make it attractive (Pete Welch, Alison Shirk, Todd Zimberg, Daryl Redeker connected with teens)
- b. VCA Summer Singing Camp
- c. Sight reading class- supported by handouts from Gary
- d. Mentoring program by VIC
- e. Carol sing-along at theater
- f. Community Care Center
- g. Senior Center
- h. Millennials who give back
- i. Childcare (at concerts) partnerships (DYFS)
- j. Flash Mobs
- k. Strawberry Festival presence
- l. Red Bike Sing for Vashon

Links to Other Community groups (increase visibility):

- a. Dance
- b. Opera
- c. Vashon theater
- d. Drama Dock
- e. Portage Fill
- f. Churches
- g. VOV- Erik and Carla Pryne (invite to join VIC)
- h. RipTide – Stephen Denlinger
- i. Social Media- Facebook=25-50 year olds

Other ideas:

- a. Free student tickets
- b. Recruit for student community service

Board Business:

Mission Statement: Vashon Island Chorale engages, enriches and unites our island community by providing opportunities for all people to participate in, learn about, and enjoy fine choral music. (motion carried)

Vishon Statement: Vashon Island Chorale envisions a joyous, connected community inspired by music. (motion carried)

Both to be presented to singers for vote approval on 1/24/17.

Other Business:

Spring Concert to be entitled Victory and Beauty. Ads for Programs- develop guidelines, present to singers to solicit ads, follow up with phone call-Joe will set up a form; Raffle a big item at concert with \$10 ticket. Possible fundraising goal per year - \$15,000. Auction item – guest conductor with 2 free concert tickets. Raise funds with members before audiences. Kaycie will research easy access data bases. Store VIC photos on cloud-based site. Trivia Night –will put hints of categories on VCA web site, raffle Emerald Ensemble tickets, Joe and Evan’s Airbnb. Do audience survey using VCA email list when we get it.

Next Board Meeting – Wednesday, March 8<sup>th</sup>, date, place and time TBA