

Cantus
Board of Directors Meeting
1201 Marquette Avenue, Suite 100
September 25, 5:30pm

Present: Pete Cochrane, Jim Dorsey, Katie Gabriel, Jonathan Guyton, Wendy Holmes, Patricia Kirkpatrick, Brock Metzger, David Niles, Jeff Reed, Kevin Stocks

Staff: Joe Heitz, Joey Hillesheim, Kelsey Sieverding

Absent: Katie Berg, Chris Foss, Nancy Gaschott, Chuck Peterson, Paul Scholtz, Craig Shulstad

BOARD AGENDA

1. Call to order 5:30pm
 - a. Jeff Reed presiding
2. Approve: Minutes of FY17 July Meeting
 - a. *Amendment proposed: Jeff Reed*
 - i. Add Ryan Taylor to minutes as guest attendee.
 - b. *Motion: Wendy Holmes; 2nd Katie Gabriel; approved as amended.*
3. Joe: Executive Director Report
 - a. Provided overview of upcoming Taiwan itinerary.
 - b. Reported Korean programs were great success while China was mixed-bag.
 - i. Discussed feasibility of future performances there, and what would need to change to make that something we'd consider.
 - ii. Jeff identified need for further discussion regarding life insurance for singers while they are traveling.
 - c. Reported singers seemed pleased with artistic product of Sweet Honey.
 - i. Fell short of goal, 68% capacity vs 85%; netted roughly \$31K
 - ii. MPR audio and video will be distributed on social media
 - iii. Board discussed vetting procedure for future collaborators.
 1. Pros and cons of targeting new, more diverse audiences.
 2. Possibility of partnering with local group rather than national collaboration to reduce cost, provide opportunity for multiple performances, and engage local potential donors who overlap with other organizations.
 - d. Gave summary of cash flow; reported we are exiting the lowest point of fall.
 - e. Provided overview of strategic planning sessions that have already taken place.
4. Joe: Treasurer's report
 - a. Reported the variance in final numbers for marketing and self-bookings were largely due to a timing issue (when expenses actually hit the books vs when they were budgeted).
 - b. The board was reminded of the importance of early giving.
5. Accept: FY18 August financials
Motion: Jeff Reed; 2nd Wendy Holmes; accepted.
6. Brock/Jon/Joey: Engagement Committee Update
 - a. Expressed thanks for last month's board gifts.
 - b. Discussed timing of fall/winter direct mailings and donor envelopes.
 - c. Reported ways Joe and Joey will be engaging with major donors.
 - d. Provided overview of challenges selling to Sweet Honey audience.
 - e. Reported home ticket sales are tracking similar to last year.
 - f. Reported subscriptions are lower than goal but also tracking similar to last year.
 - i. Kelsey will be calling unrenewed subscribers.
 - ii. Promotions will be offered at DOS.

- g. Discussed audience development ideas we've seen from other organizations.
- h. Stressed importance of board inviting new people to experience Cantus.
- 7. Pete: Governance Committee update
 - a. Reported the committee has identified a crop of potential board members and are in discussion stages.
 - i. Goal is to reach cap of 20 directors.
 - b. Discussed feasibility of having past board members re-join the board.
 - i. Potential to increase continuity and commitment from board members.
 - ii. Need to identify ideal time lapse between terms of service.
 - c. Identified areas where the board needs to diversify.
- 8. Board discussed strategies to re-engage with Westminster after renovation is complete.
 - a. One chamber concert will be held there in July.
 - b. Performing on inaugural concert in early March.
- 9. Adjourn

Motion: Pete Cochrane; 2nd Katie Gabriel; meeting adjourned.

6:36pm