

SURREY HEATH CHORAL CIO
Trustees Meeting
27th September 2023 7.00pm
6 Dundaff Close, Camberley
MINUTES



Present

+ Madeleine Chowne	Chair	+ Kate Brown	Treasurer
+ Colin Gunner	Secretary	+ Salma Sams	Trustee
+ Rosemary Ealden		+ Matthew Sleap	Trustee
- Sylvia Law	Minutes Secretary	- Andrew Milligan	Trustee
		Ed Bonner	Musical Director

Apologies for Absence.

Andrew Milligan, Sylvia Law.

Minutes of last meeting.

Due to the need to schedule this meeting early, before the previous minutes were available for distribution/approval, it was agreed that this would be managed without the approval of these minutes.

It was agreed that the Choir should recognise Sylvia's long service to managing the Music provision with a formal gift. This formally accepted practice of recognising long service to the Choir should be reinstated.

Co-opting Richard Adam as a Trustee

Although Richard had already agreed to become a Trustee in advance of this meeting, it was formally proposed by Madeleine, seconded by Matthew, and approved by all present that he be formally recognised as a Trustee. **Action: Colin to obtain the necessary personal details from Richard so that the Charity Commission can be informed.** He should also be informed of future Committee meetings.

An Overview of Going Forward

Madeleine, as the newly appointed Chairman at the Annual General Meeting earlier in September, then led the discussion on what should happen going forward.

Having listened to Keith and Ed's Reports and read Kate's at the AGM, Madeleine feels that the most important thing we need to do to remain financially viable going forwards is to increase choir numbers. More singers mean more subscription income, more tickets sold, fewer Bumpers needed, better choir morale. **Recruitment needs to be our Number One**

focus and we need to work harder at keeping people who come to try us out, can sing, but don't necessarily stay. One change we should introduce is to schedule to make the first rehearsal of each term an open event. **Action: Madeleine to discuss with Ed.**

All the other requirements below are connected, so we need to have a go at them all:

Publicity - We are not necessarily well known enough locally; I continually meet people who say they have never heard of us. We should therefore resurrect the A6 postcard we used to have, as information about our choir and a Season Schedule.

Everyone should carry copies of these with them and hand them out liberally everywhere. The possibility of handing them out in town was discussed.

We should also promote concerts well in advance utilising A5 Posters and promotional flyers produced sufficiently early to have a positive impact on audience numbers. For example, by Easter for the 2024 Summer Concert. To do this we need to reinstate the policy of having a 2 year programme in advance. Publicity Flyers are often late, but we should be doing more on-line. We should also investigate the use of the Square in Camberley to help promote our events. Action: Ed to provide tiles for the Spring and Summer Concerts with the names of the name pieces of work so we can go to print with these ASAP.

Action: Madeleine to ask Keith if he can confirm if he can organise printing for this year once he has seen a proof, and be ready to start on the Christmas flyer as soon as November goes to print.

Ticket could also go on sale as soon as November's goes to print. **Action: Madeleine will try again to find someone to help with graphics.**

We should be working towards always having flyers for the next concert ready to give out at each concert. Social Media – we still need someone savvy enough to take this on.

Music Committee

Action: Andrew will reconvene this asap

Their brief should be

- to consider what music is most likely to bring in new members (but not to deviate from the fact that we are a choral society)
- to provide variety and interest for singers
- to appeal to audiences
- to satisfy our MD

- to consider the concert calendar (timing and dates of concerts with regard to rehearsal time and choir membership availability)
- **to work on a programme up to 2 years hence, enabling us to print 2024-25 by next March**
- Report back to the Management Committee

Membership

Matthew is going to ask voice reps to ask members to make a commitment to sing in concerts at the beginning of each term and to record reasons why people miss both rehearsals and concerts. We can then review reasons and see if we need to change anything

To help give new members more of a community feel, we need to bring back the social event programme that was there before the impact of Covid. There currently is no member responsible for organising social event so we need a team to help organising these. One suggestion is an event before Christmas and perhaps a summer BBQ or quiz. These should be confirmed well in advance so we can get it in our diary and make us more attractive.

The pub after rehearsals – make efforts to encourage more people to come with regular reminders.

To inform members of our plans we should ensure the minutes of our meetings are available on our website. So we should also accelerate the availability of our minutes following Trustee meetings: **Action = Colin/Sylvia/Madeleine.**

In the past our outreach “concert” activities have worked well so we should organise to actively include in future activities.

With respect to Membership activities we should be sending out renewal forms earlier in July to assist in forward planning.

November Concert readiness

Due to Andrew’s absence, the only comment was that as our concert on 11th November, poppies should be worn with our usual black dress would be appropriate.

Christmas Concert readiness

Will need to meet again after November concert.

Any other business - none

Date and location of next meeting

13th November 2023.