

MACCLESFIELD MALE VOICE CHOIR

GENERAL COMMITTEE MEETING

Held 28th June 2022 at Macclesfield Methodist Church

PRESENT Mr Bob Jenner Mr Neil McArthur Mr Robert Owens
Mr Bryan Peak Mr John Powell (Chair) Mr John Robinson
Mr Laurie Kennard (for item 6.1)

1 Welcome

JP welcomed everyone to the meeting.

2 **Apologies** Mr David Collins Mr Mike Devaney Mr Keith Jones

3 Minutes of the previous meeting

The minutes of the meeting held 19th May were agreed and signed.

4 Matters arising

- **Dragon's Den** – Still to be actioned though JP reported he had had positive feedback from the Rotary guests at the Night at the Opera (NATO) concert. **Action: NM/JP**
- **Repertoire Development** – NM will draft an item for the newsletter and seek comments from RO. We still need a couple of other articles. **Action: NM**
- **Use of Fallibrome School** – BJ is still waiting on a response to his approach. **Action: BJ**

5 Financial Update

As at 28th June the balance stands at £7,759 which includes ring fenced uniform funds of £352 and £1,512 for the piano but does not account for hoped for income of £330 from the NATO concert and outstanding invoices totalling c. £580. This suggests the NATO concert will net c. £2000+. Based on the above, our current reserve is £4,375 which includes the music team July payments. This means we are now spending our reserves.

We must therefore concentrate on ensuring both the September and December concerts produce significant net income. Publicity and tickets sales should start earlier - BJ suggested 4-6 weeks in advance for tickets with publicity starting 4 weeks before that. We should also consider giving early advice to other choirs in the area re our planned dates to try to avoid clashes. BP will investigate advice to other choirs. **Action: BP**

5.1 Grant Possibilities

To be carried forward in conjunction with the working group on choir objectives.

Action: JP

5.2 Ticket Sales, promotion, sponsorship

BJ emphasised that, in addition to maximising ticket sales, we need to be smarter when it comes to sponsorship/advertisers. This entails obtaining more diversified contacts, keeping a record of advertisers (who, when, what type of business) so that for instance we don't approach the same people each time and avoid clashes between similar businesses in the same programme. It was suggested that DC be asked if he could undertake this rôle. **Action: JP**

GW has offered to organise ticket sales through the Tourist Information Centre at the Town Hall. They charge 5% and have been used in previous years, selling a dozen or so tickets and giving out any flyers for events. The committee agreed the proposal.

5.3 Non-concert event costs policy

It was agreed that we cannot afford to undertake such events – funerals, memorials etc – free of charge, other than in respect of members. The committee decided that the basis for charging should be to cover costs, taking into account both preparation and performing time.

6 Events

6.1 A Night at the Opera

Firstly, JP expressed his thanks to LK for coordinating the planning for the concert and also to RO for producing it. LK presented his feedback and the committee discussed several aspects to bear in mind for future events. The main comments were:

- Advise VIPs and guests to make themselves known on arrival so that they can be greeted.
- Patrons to be invited each year to renew their donation and to be able to choose for which concert they can use their "free" ticket.
- A complimentary ticket to be given to advertisers who take a full page advertisement. Other "offers" could be considered to encourage advertising.
- Logistics for interval drinks need careful consideration – there were significant issues at St Michaels through providing them upstairs.
- Ticket price of £15 is not considered too high but is probably top end for the area. The overall cost to individuals, i.e. including drinks, raffle, programme, needs to be balanced. At the next concert, it was agreed to trial asking for donations for programmes rather than selling.
- It is clearly necessary to seek assurances from St Michaels that the issues with the piano are resolved before our next concert. Should that not be possible, we shall need to source an alternative.

Overall, it was a very successful event, which drew in several new audience members.

6.2 Massed Choirs

The event still needs a coordinator. This is critical if this is to be a significant income source. As is clear from NATO, the coordinator does not need to be a committee member but members need to come up with suggestions!

Action: All

6.3 Backbeat

Agreed with Backbeat that they will retain 50% of their ticket sale. MMVC pays all costs.

6.4 Remembrance

BP to arrange booking for Macclesfield Methodist.

Action: BP

6.5 Songs from the Shows

RO/JP to check that LK will take the lead for this event.

Action: JP/RO

6.6 Chapel-en-the-Frith Ladies Choir

Confirmed for 25th March next year. This is an "away" event and is a non-profit concert for us.

6.7 Caravanettes Ladies Choir

We have been approached by this choir suggesting a joint event. Several MMVC members' wives sing with them. If we accept the invitation, it would have to be one of our profit events next year or the year after. RO will consider how it may fit in. BP will advise.

Action: BP

7 Life Members/Patrons invitations policy

As covered at 6.1. We do though need to promote the patron option more, via members and at concerts.

Action: All

8 Strategy

8.1 Choir objectives working group

JP will establish a small group – not necessarily from the committee – who will produce a ToR for planning where the choir should aim to be in three years time.

Action: JP

9 Section Representatives

T1 Nothing to report.

T2 Ivan has reluctantly decided to withdraw from choir for the moment because of ill-health. BP has written to him.

B1 Can we reinstate the events diary list? Agreed that all information is published on the website, which is updated as soon as information changes and includes non-concert events. Any separate publication would therefore be a duplication.

Can we produce a list of members? As advised in 2020, the list of members was withdrawn in order to avoid any breaches of GDPR. Anyone wishing to contact another member should contact either their Section rep or the choir secretary.

B2 Geoff Molyneux is now at home recovering.

10 Any other business

10.1 PMLL amateur choir licence

Agreed that this is not appropriate for us.

10.2 Patrons

Covered above.

10.3 Old choir blazers

Despite several attempts to find buyers for these, only a small number have been sold. It was therefore agreed that members be advised to dispose of them as they wish. If they can be sold privately, obviously any proceeds would be welcome!

10.4 Cornwall visit

RO is exploring taking part in the Festival in 2024 but to include a longer trip with other concerts.

11 Date of next meeting

Provisionally Tuesday 2nd August.

Signed

John Powell.....2nd August 2022