

Minutes - Ohio Choral Directors Association - Winter Board Meeting

January 8, 2011

Roush Hall, Room 331

Otterbein University

10:00 a.m.

Present: Ben Ayling, Gayle Walker, Bill Zurkey, Loren Veigel, Kent Vandock, Kristen Snyder, Andrew Grega, Kevin Manley, Brian Potts, Robert Jones, Suzanne Walters, Fred Locker, Ronald Jenkins, Chris Venesile, David Tovey, Tim Unger, Kerry Glann, James Vaughn, Eric Richardson, Robert Ward, Nancy Davis, Sheena Phillips, and Tina Groom

Guests Attending: None

Unable to Attend: Frank Bianchi, Linda Busarow, Jennifer Call, Peter Jarjisian, Rich Schnipke, Sandra Mathias, Sharon Gratto, and Dara Gillis

No Response: Adam Sheldon and Tyler Young

Note: BOLD RED print denotes action items.

I. Preliminary Reports

- Call to Order (Ben Ayling) 10:00 a.m.
 - Introduction of New Board Member (Ben Ayling)
 - Youth/Student R and S - Tim Unger replacing Mel Unger
- Minutes (Loren Veigel)
 - Veigel reported that he has provided replacement table tents, and ordered 1,000 additional OCDA stickers for use at conferences.
 - Minutes from Fall Board meeting submitted electronically.

Motion: to accept the minutes as presented.

Made by: Suzanne Walters

Seconded by: Andrew Grega

Action taken: Passed unanimously

- Treasurer's Report (Kent Vandock)
 - 2011 Budget has already been submitted electronically to the Board, and is on file
 - Reviewed printed report, including the checking account register, activity in the savings account, and the new Contingency Fund.
 - Net worth for 2010 is reported at \$28,632.91
 - Reported on a comparison of OCDA finances between 2009 and 2010
 - Income reflects Children's Honor Choir decrease of \$2,700; Conference income increase of \$4,100; and interest income decrease (third consecutive year)

- Expense reflects decreases in Children's Honors Choir (\$4,000); elections; OMEA (\$1,000); Summer Conference (\$1,000); travel (\$1,500). Increases shown in Newsletter, and Membership was added as a new line item.
- OCDA spent \$817.50 more than income (although less total spending than last year); the budget has been scrutinized to place us on a solid financial course.
- The audit has been completed with no recommendations.
- Taxes have been completed except 2nd half of FY 2010.
- All Board members are reminded to be familiar with their portion of the budget. All expenditures must have a receipt filed with clear itemization.

Motion: to present the auditor a \$50 gift certificate

Made by: Gayle Walker

Seconded by: Chris Venesile

Action taken: Passed unanimously

Motion: to approve the Treasurer's report as presented

Made by: James Vaughn

Seconded by: Gayle Walker

Action taken: Passed unanimously

- Newsletter Report (Ben Ayling reporting for Sharon Gratto)
 - Deadlines:
 - Winter Newsletter, January 15, 2011
 - Spring Newsletter, April 15, 2011
 - Welcome Adam Con of Wittenberg
 - Adam will be helping as a volunteer with newsletter set-up.
 - He has purchased a program to set up the newsletter, which has been the most costly part of the producing the OCDA News
- Webmaster Report (James Vaughn)
 - Reviewed report which has been sent by email and presented in print.
 - The site has been overhauled, changing from sidebar navigation to top-down architecture. The entire process of navigation is streamlined on the new site.
 - The Newsletter is still accessed through the website.
 - The Community Choir page continues to develop.
 - Email blasts from our site will become a concern, due to server observation of email load. Servers observing high email volume question the usage of the site as a business or spam source.
 - We should consider using Constant Contact (used by OMEA) to facilitate HTML-based email service for the organization.
 - It is suggested that we test the program for 60 days; no motion at this time. A further report will be submitted at the summer Board meeting, and then action will be sought.
 - Sharon Gratto has submitted our entire website to National Convention for consideration of an award.

- Membership Committee (Ben Ayling for Dara Gillis)
 - Each Board member is encouraged to develop a “TOP TEN LIST” of recruits for new membership.
 - A 6-foot table cover and 3-foot banner featuring the OCDA logo have been purchased at cost of \$383.53. These will be used at conventions and display events.
 - A flyer was developed regarding the special offer for new members, to be distributed at the OMEA reading sessions.

ACTION: The Board suggests that Dara continue to speak at each reading session.

- OMEA
 - Reading sessions (Bill Zurkey)
 - All the music has been delivered.
 - The schedule of reading sessions appears below.
 - All R and S chairs have been notified of their conducting assignments
 - Reading sessions will include two selections by OCDA Board member Sheena Phillips
 - Avon Lake Schools absorbed the printing cost for all CPDL titles.
 - Fred Locker has asked to put a flyer for high school choir in the HS packets.
 - OCDA stickers have been ordered and will be delivered by Loren Veigel to OMEA conference.
 - (Ben Ayling)
 - Roger Hall has not given permission for OCDA to speak at any other sessions at OMEA Conference; posters can be displayed but not outside meeting rooms.
- Repertoire & Standards Chairs Status Updates
 - High School (Fred Locker)
 - Report presented verbally on High School Honor Choir at OCDA Summer Conference.
 - A letter has been drafted to recruit members –sent to Board today
 - Chaperones are being recruited from universities
 - Accompanist is secured
 - Flyers will be to Bill Zurkey this week for inclusion in reading session packet, and will be posted on the website.
 - Potential Honors Choir membership is 75.
 - Women's Chorus (Kerry Glann)
 - Report presented on the All-Ohio Women's Chorus Day electronically and in print.
 - Held on November 19, 2010, the festival hosted 109 students from 10 schools. Clinicians were: Sheena Phillips, Kerry Glann, and Scott McPherson.
 - Budget resulted in a flat balance.

- Middle School (Jennifer Call)
 - Chair not present

- College/University (Eric Richardson for Peter Jarjisian)
 - Intercollegiate Festival is scheduled for February 12, 2011
 - Host of the event is Bob Ward

- Elementary (Suzanne Walters)
 - Initial planning for an elementary festival is complete
 - Proposed for March, 2012 at Jackson HS Performing Arts Center, Massillon
 - Nine groups will be involved state-wide
 - Ann Usher and Sandra Mathias are confirmed as clinicians. Arlene Jacobs has been invited to serve as a third clinician.
 - Choirs will be grouped in three groups of three ensembles. Each ten minute performance will be heard by two other choirs, followed by a session with a clinician. Finally, the three choirs will perform a combined piece. This will occur in three cycles

- Music/Worship (Ron Jenkins)
 - The chair continues trying to find out what we can add to denominational offerings.
 - A report will be presented in June suggesting an event.
 - Reading session for Music and Worship at Summer Conference needs to be an independent session without conflict.
 - It also must include sufficient time for reading.

- Vocal Jazz (Chris Venesile)
 - Plans are underway for the Ohio Vocal Summit at Tiffin University, to be held on April 1, 2011.
 - Brad Reese of Tiffin University has hired Justin Binek as clinician.
 - Binek will present several interest sessions and a teacher's luncheon.
 - A flyer will be included in the OMEA reading packet.

- Multicultural (David Tovey)
 - Everything on schedule for the South African Choral Styles clinic
 - Scheduled for September 24, 2011 at Kenyon College

- Showchoir (Rich Schnipke)
 - Chair not present

- Men's Chorus (Bob Ward)
 - No report presented.

- 2-Year College (Nancy Davis)

- Photos of a multicultural event held at Oberlin will be posted on website.
 - Chair continues seeking contact information for directors of two year colleges from regional chairs.
 - Community (Sheena Phillips)
 - Representation of community choirs is growing on the website.
 - The chair encourages directors and managers to submit information on their choirs.
- Repertoire Notebooks from Reading Sessions (Bill Zurkey)
 - Updates following the reading sessions should be submitted to Bill Zurkey.
- Chair Reports
 - Historian (Bob Jones)
 - The chair reports that Libby Larsen will be in Dayton February 9-12, 2011, working with the Dayton Philharmonic and University of Dayton ensembles. A concert is scheduled for Saturday, February 12, 2011, at 3:00 p.m.
 - Youth/Student (Tim Unger)
 - The chair defines the area role as a concern for singers rather than directors
 - Working with Adam Sheldon, work is proceeding to provide access through the website for information on choral activities.
 - Social networking familiar to students such as Facebook and Twitter will be employed.
 - Tagging possibilities should be explored, with the ability to sort by geographical areas or interest areas.
 - This work will be done in consultation with the webmaster.
 - The creation of repertoire lists through website, in wiki format, will be explored.
 - Retired (Eric Richardson)
 - The chair is offering an In-Service at National Convention on Thursday evening in his suite. All Ohio OCDA retired members are invited.
 - Exhibits/ Corporate Sponsors (Tina Groom)
 - Chair is beginning to contact potential vendors
 - Vendors are suggested to offer items for give-aways
 - Wenger will be asked to donate an item for raffle
 - Discussions continue with Bob Rogers Travel to sponsor the all-conference party
 - Invitations will soon be sent to potential sponsors, with the establishment of specific levels.

- Sponsors will be recognized in the printed program and introduced at conference party.
- The levels of potential sponsors for Summer Conference include:
 - Reading Sessions - \$300 each
 - Headliners - \$900 each
 - Concert Sessions - \$1000 each
 - Luncheon - \$1500
 - Party - \$2000

ACTION: The President has requested that President Elect Zurkey join Dara Gillis, Eric Richardson, and Tina Groom to present a Public Relations and Marketing feasibility report at the June meeting.

Discussion: The merits of an OMEA booth, as well as numerous other aspects of OCDA promotion at events was revisited.

- Children's Honors Chorus (Ben Ayling for Sandy Matthias & Tyler Young)
 - Director for 2011 will be Robyn Lana
 - Final information is being finalized, and will be available at OMEA Conference.

II. Old Business

- Board members are requested by the President to be responsive to OCDA communications (Ben Ayling)
- Membership data (Ben Ayling)
 - Regular monthly automated updates are now being sent to Ben Ayling
 - These reports are forwarded to Board members as needed.
- Email Voting Procedure (Loren Veigel)
 - The procedure was written and edited by the Executives since the Fall meeting.
 - It has been sent electronically to all Board members, and is on print.

Motion: to accept proposal as revised below

Made by: Bob Ward

Seconded by: Kent Vandock

Action taken: Passed unanimously

Discussion: revisions are suggested as follows:

Third paragraph – The motion is seconded by the President (add) *on behalf of the Executive Board.*

Final paragraph – When a vote is called a (change) *48 –hour (two-day)* window is open for voting.

- OCDA Policy on Non-member participation in Honor Choirs (Ben Ayling)

ACTION: President Ayling will continue to work on a policy for non-member participation in Honor Choirs.

III. New Business

- 2011 Summer Conference (Ben Ayling)
 - Sara and Brian Potts have sent a template recruitment letter for new members to all Board members.
 - Summer conference registration fee
 - Suggestion to create a new fee structure for students
 - Pre registration for student members lowered from \$45 to \$35
 - Late registration for student members lowered from \$75 to \$50
 - Student non-member pre-registration lowered from \$80 to \$70, including membership
 - Late registration for student non-members lowered from \$110 to \$85, including membership

Motion: to lower the student fees for conference

Made by: Eric Richardson

Seconded by: Robert Jones

Action taken: Passed unanimously

Discussion: Brian Potts reports that the former fees have been prohibitive for many students, and seem to discourage student participation.

- Clinicians:
 - Jerry McCoy, ACDA President; André Thomas, Florida State; Judy Bowers, Florida State; and Kathy Walker, Treasurer, Central Division of ACDA
 - Bonnie Sneed has suggested a few sessions, which may be accepted.
- Call for interest sessions and accepted performing choirs (Ben Ayling)
 - World Music Ensemble, U. of Dayton
 - First Community Church Choir - Ron Jenkins
 - Two more ensembles could possibly be scheduled
- All Conference Party Sponsored by Bob Rogers Travel (Ben Ayling)
- Elections (Gayle Walker)
 - President Elect, Secretary will be on ballot this year.
 - Loren Veigel has agreed to run again for secretary.
 - SC, NE, SW Region Chairs will be on the ballot.
 - Nominating Committee is being formed.
- Distinguished Service Award (Gayle Walker)
 - Discussion of several nominations – several are nominated for next year.
 - Ballots will be submitted during lunch
- Other New Business
 - Request for Keynote speaker, Summer Conference

IV. Adjournment

Motion: **to adjourn**
Made by: Eric Richardson
Seconded by: Bob Ward
Action taken: Passed unanimously

- OCDA Board Meetings and Important Events
 - OMEA Conference, January 27 – 29, 2011, Cincinnati, OCDA-sponsored reading sessions:
 - High School - Regency Ballroom 5:15 p.m. Thursday
 - Elementary - CC 206-208 4:00 p.m. Friday
 - Middle School - CC 206-208 12:15 p.m. Saturday
 - OCDA Collegiate Choral Festival, Saturday, February 12, 2011, Worthington United Methodist Church
 - ACDA National Conference, March 9 – 12, 2011, Chicago
 - OCDA Vocal Jazz Day at the Ohio Vocal Summit, Friday, April 1, 2011, Tiffin University
 - Summer Board Meeting, Monday, June 20, 2011 – 10:00 a.m., Roush Hall, Room 331, Otterbein University
 - OCDA Summer Conference, June 20 – 22, 2011, Otterbein University
 - Featured clinicians: Jerry McCoy, ACDA President; Andre' Thomas, Judy Bowers, Florida State University
 - OCDA-sponsored Children's Honors Choir and High School Honors Choir
 - South African Choral Styles Workshop, OCDA and Kenyon College, Saturday, September 24, 2011, Kenyon College

ATTACHMENT #1: Webmaster Report

Updates to the website:

- **Website overhaul:** The [website](#) went under a complete redesign and overhaul to allow better navigation with a top-down menu architecture. This will allow room for expansion and keep the website clean. Menus and navigation continue to be modified. There are also some minor issues with the transition (e.g., the contact page's pictures have completely disappeared with the latest update. I will be moving these over soon into a new page with a redesigned layout.)
- **OCDA News:** The OCDA News has been online now and open to the public. We are still notifying the membership through email blasts.
- **Community Choir page:** The community choir page has been in place for about a month, under the menu *Interest Areas*. Thank you for your patience to get current info up and in place.
- **Email blasts:** Email updates continue to be used, with little to no issues other than the usual returns from members that do not update their email addresses with ACDA. We must continue to stress the importance of updating email addresses to the



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service to be more effective.

national office. The national office has been sending us monthly updates, helping this

Thoughts and requests:

- **Update current content:** The following content must be brought up to date:
 - REPERTOIRE LISTS (only current through 2008) — I have not been proactive on this but this is now a priority. Who has lists for 2009 and 2010?
 - MINUTES, ETC. — Board minutes that have been approved need to be brought up-to-date. I should have all of them — thank you for your patience as I make this a priority.
 - CONTACT INFORMATION — please check to make sure it is current (once the page has been updated).
- **Email blast service:** Constant Contact (used by many organizations, including OMEA) has a service where they allow you to set up your own HTML-based emails (which look good on any email service, or at least most of them) and send as many emails as you would like. This also keeps our bandwidth on our website from spiking when we send out an email blast. Details:
 - Nonprofit (501)(c)(3) status must be proven.
 - 0-500 email addresses is \$12 per month (prepaid 6 months in advance - \$144 for a year) or \$10.50 per month (prepaid 12 months in advance - \$126 for a year). This is a discounted price for nonprofit organizations.
 - The service may be tested first for 60 days risk-free (limited to sending 100 email addresses at a time).
 - We can continue to send emails through the OCDA web server, but we may be limited to the content that we are reaching.
 - I would like this to be considered for discussion and possible motion at our next business meeting.

Respectfully submitted January 8, 2011.

James Vaughn

ATTACHMENT #2: Membership Report

1) We now are the owners of a 6' table cover and a 3' x9' banner both in royal blue displaying the OCDA logo. These items will be used during our reading sessions at OMEA conference to "announce our presence with authority" to those in attendance. These items can also be used at future conferences in the same capacity, on the table and wall in the main entrance at Otterbein for Summer Conference or as displays in a booth in the vendor's area at future OMEA conventions. Kent has received invoices for both items for a total cost of \$383.53.

2) The attached flier will once again be distributed during our reading sessions to offer our special discount to new members which waives state dues for the first year. Ben, I am hoping we can once again have folks stationed at doors to distribute these items? Also, I believe last year we printed both the flier and the Children's Choir registration form at the same location. I believe Bill took charge of doing this? Will he once again assume that responsibility or should I take care of that from here?

3) In addition to the table cover, banner and fliers, I will have 2 large pieces of foam core and 2 easels at all reading sessions. One will be a blown up copy of the flier so people entering the reading sessions will see it immediately in large print in case they choose to ignore the piece of paper we give them. The other will be a copy of the conference brochure which advertises our headliners for summer conference.

4) At convention last year, I spoke at each reading session to give an additional plug for the membership offer. I am not sure it is necessary to do that at each session this year as we are so crunched for time. However, I might suggest that we plan on it at the elementary session as that is our area of focus for this year's membership drive.

ATTACHMENT #3: Women's Chorus

All-Ohio Women's Chorus Day

Final Report to the Board of the Ohio Choral Directors Association

The All-Ohio Women's Chorus Day, supported in part by a grant from OCDA, was held on November 19, 2010, at Kent State University.

Participating high school students: 109
 Participating schools: 10

Clinicians/Conductors: Sheena Phillips
 Kerry Glann
 Scott MacPherson

Assistance was provided by Natalie Mallis, choral GA at KSU, and by student members of the KSU choral department and KSU Women's Chorus.

Repertoire: Zion's Walls arr. Copland/Koponen
 Garbe rame arr. Sheena Phillips
 Here's to Song Allistar MacGillivray/arr. Adams
 I Have Had Singing Ron Jeffers

Budget:	<u>Income</u>		<u>Expenses</u>
884.00	Registration fees	2100.00	Music
	Young Singers Foundation	800.00*	Food
1324.39	OCDA	<u>600.00</u>	Space Usage
476.52		3500.00	Truck Rental
213.22			Clinician Expenses
277.31			Program Printing
143.00	*80% of \$1000.00 grant paid up-front		CD Production
137.50			

59.81 Supplies
59.32 Postage
3575.07

Submitted January 8, 2011

Kerry Glann
Women's Chorus R & S Chair

ATTACHMENT #4: Elementary

I have made some progress on the planning of an elementary choir festival for the spring of 2012, with preliminary commitments for two clinicians - Ann Usher and Sandy Mathias, and an accompanist - Loren Veigel. I have contacted Arlene Jacobs to be the third clinician and am still waiting for a response from her. Perhaps they are out of town.

I have had conversations with my central administration here in Jackson to host it in our performing arts center and am still waiting to confirm details. There will be an expense to use our facilities; the administrators I have spoken with are not willing to give a ballpark figure; they would rather give a realistic quote based on my information, which I am still assembling.

To cover expenses, there will definitely need to be an entrance/participation fee of some amount from the groups that participate - nine choirs is the current plan. You had mentioned a while back that OCDA will have "some" money available for these events, but I'm unclear as to how much that means. We will need to pay the clinicians and accompanist, and with Sandy coming from the Columbus area, she will need overnight accommodations for one night.

Anyway, just wanted to fill you in on my progress so far in case this is something you wanted to include in the agenda. Should I have handouts prepared for other board members for Saturday?

ATTACHMENT #5: Children's Honors Chorus

Board Report

From: Sandy Mathias

Position: R&S Chair – Children's Choir

Date: January 7, 2011

Business since the last meeting:

1. Children's Honor Choir Director for 2011 will be Robyn Lana. Robyn began this program and we are excited to have her as our guest conductor.
2. Sent guest conductor for 2011 OCDA CHC to James Vaughn, for posting on the website. More information about the event will follow.

3. In the process of updating materials for OCDA Children's Honor Choir for 2011. Information will be ready to hand out at OMEA.
4. e-mail communication with Suzanne Walters, new R&S Chair for Elementary Interest. She is planning an elementary school choir festival. This is very exciting and will serve to help publicize the summer choir opportunity for elementary students. Welcome, Suzanne!!
5. selected and submitted pieces for OMEA reading session

ATTACHMENT #6: Summer Conference

(Template for Member Recruitment letter)

Hello! We hope your school year is going well so far. The first year is always exciting and certainly exhausting at times. We hope you found some time to rest and rejuvenate over the holiday break.

We are writing to tell you about the Ohio Choral Directors Association Summer Conference and to invite you to join us this summer. The conference has been a wonderful opportunity for us to learn new things, gain great resources, and meet our fellow Ohio choral directors. Here are some of the things we love about the OCDA Summer Conference:

- The clinicians. The conference always brings top notch choral clinicians spanning every aspect of the choral profession. This year we are looking forward to André Thomas and Judy Bowers, both from Florida State University, and Jerry McCoy, current president of ACDA and Director of Choral Studies at the University of North Texas. We have learned so much from past clinicians, including Weston Noble, Joe Miller, and Anton Armstrong to name a few. We look forward to the variety of knowledge this summer's clinicians will share with us.
- The sessions. There are great sessions for everyone from elementary through college, church, and community choirs.
- The performances. Great local choirs every year!
- The music. We look forward to great reading sessions for each choir type every summer!
- The people. We have met so many new people at the summer conferences! It is a wonderful place to network with other choral directors and learn from each other. One of our favorite things about the conference are the roundtable lunches, where we meet with other choral directors in our own areas to discuss what is happening in our choirs and to share ideas with each other.
- The exhibits. There are always new things to check out, from music vendors to travel companies. If you have anything left in your budget, it's a great place to spend it!
- The fun. The Tuesday night social event is always a blast, with delicious food and drink, and plenty of great company.

We hope this gives you a glimpse of the excitement you can find this summer at the OCDA Conference, and we truly hope to see you there, June 20-22, 2011 at Otterbein University in Westerville. Best wishes for the rest of the school year!

Sincerely,

Brian and Sara Potts