



# Stairwell Carollers

**Minutes, Action Items & Decisions  
Annual General Meeting  
August 26, 2015**

**Present:**

Committee Members:

Diana Brushey, Diane Fraser, Pierre Massie, Susan Pullan, and Andrea Walton

General Members:

David Ayer, Khalil Daibes, Nicole Farris-Manning, Elise Gagnier, John Hancock, Morgan Hassell, Kelly Hislop, Andrew Jones, Manon Kapeller, She-Yang Lau-Chapdelaine, Helen Lucker, Holly Massie, Benjamin MacLean-Max, Patty Morrison, Maggie Park, Martha Patterson, Rae Payette, David Rain, Josée Roy, David Smithson, René Voyer & Brett Weddle

Absent:

Kelly Hislop, Denyse Mageau & Graham McElligott

**Agenda Item #1: Welcome and Message from President:**

Diane Fraser opened the meeting by welcoming all the members.

**Agenda Item #2: Acceptance of the 2015 Agenda and the 2014 AGM Minutes:**

Diane Fraser tabled the agenda for this meeting and asked all members to raise any questions or concerns they may have.

MOTION: Josée Roy proposed we accept the agenda for the 2015 AGM meeting. Seconded by Elise Gagnier.

MOTION CARRIED.

Diane Fraser tabled the minutes from the 2014 AGM and asked all members to raise any questions or concerns they may have.

MOTION: René Voyer proposed we skip the reading and accept the minutes from the 2014 AGM meeting. Seconded by Brett Weddle.

MOTION CARRIED.

### **Agenda Item #3: Welcome & Address from Director:**

Pierre Massie welcomed all back.

#### Website:

Pierre Massie reported on the changes that he has implemented to the web site. We received our first cheque earned from our YouTube channel - \$103.35. He reminded all members of the importance of checking the members page every Monday as he will be posting all information he wishes to update members with by end of day Sunday each week. Members are to check on the Monday so that they have the time to implement what is required.

Holly Massie encouraged all to submit articles/entries for the blog – even if you wish to send her the rough work and she will do the writing and post it for you. She emphasized the importance of writing comments if you are reading the blog. She reported that we are getting a steady 100 legitimate hits a day to our blog, she is now working on our Twitter account as well – building who is following us as well as who we are following. She asked all members who have a Facebook account to send out a request to all their friends on Facebook to “like” our page as that is the only way our #'s will grow.

#### Auditions:

Pierre Massie reported that we have had 3 auditions for the open bass spot and 2 are coming back for 2<sup>nd</sup> auditions.

#### New CD:

Pierre Massie reported that the New CD final mastering will be done by the end of the week and that we are at the final proofing stage on the CD booklet as well. We should be going to press by mid-September and have the CDs by mid-October latest.

### **Agenda Item #4: 40<sup>th</sup> Anniversary:**

Diane Fraser tabled for discussion the 40<sup>th</sup> Anniversary of the Choir which will be the Christmas Season of 2017.

Pierre Massie reviewed what we did to celebrate the 30<sup>th</sup> Anniversary. He then asked everyone think about what it is they would like to do for the 40<sup>th</sup> Anniversary – to consider not only what they wish to do but how much effort they wish to put into the organizing of it.

David Rain suggested that we consider a tie in somehow to the 50<sup>th</sup> celebration with the City.

David Rain and Josée Roy suggested we strike a committee to gather the suggestions and start the process.

## **Agenda Item #5: Treasurers Report:**

Susan Pullan tabled the 2013/2014 Financial Statements. Susan Pullan reported that she emailed these documents to all members in advance of the meeting and reviewed. She pointed out that we have really well with approximately \$7,000 more than budgeted. She reviewed the financial statements tabled as follows:

- 1) Balance Sheet: We currently have \$17, 360 in the bank (chequing account plus GICs of ~\$3.1K).
- 2) Profit and Loss report for this fiscal year (starting August 1, 2014): Shows where our income and expenses have taken place this past year.
- 3) 2014-2015 Year End Report: This report shows the year-end figures from a year ago (2013-14), the 2014-15 budget we approved at the AGM last year (blue column) and the 2014-15 year-end figures (these come from the Profit and Loss report in 2 above). The variance column at the RHS shows how the 2014-15 figures compares to our 2014-15 budget and highlights those areas where our income was greater than expected or our expenses less than budgeted (green boxes), and areas where our income was less than expected or our expenses greater than budgeted (red boxes). You can see that our income this year is \$7,000 greater than budgeted. This is due to many factors: EXCELLENT CD sales (including almost \$3,000 sold at craft fairs etc., and \$2,430 sold at our concerts throughout the year), great ticket sales (~\$9,300 – very close to our record-breaking year of 2012-13), our largest program ad sales to date (\$1,500), and an extra spring concert which brought in an additional \$500 in performance fees. Our expenses were also less than budgeted, but we need to remember that this is largely because we have yet to pay for most of the CD production costs – including a lot of what we had budgeted for 2014-15.
- 4) Draft budget for 2015-16: Attached is a proposed 2015-16 budget for discussion at the meeting. It includes the year-end financial figures for the last seven years as background info. We anticipate that this will be a high income year with the release of a new CD, but also a high expense year because of the remaining CD production costs, \$1,500 in scholarships that have yet to be paid etc. See the notes on the report for additional info.
- 5) CD Production and sales: This report shows you the costs incurred in producing all our CDs, and the expected costs to complete the production of O magnum mysterium. As well you can see the income from CD sales over the years.
- 6) Venue Sales Summary: This report shows you the income derived from all our performances last year and how the total compares to past years.
- 7) Charitable Donations: You can see that since 1998, we have donated over \$70K to local charities and music students. Quite an achievement!

Note - we have a procedure for creating a list of local charities that we would like to donate to, and we update this list every 2 years. This fall we will be updating our list - for your information, the process is outlined in the Charity Selection Process. Later in September we will ask you to submit your favourite charities, and vote on the complete list.

Elise Gagnier thanked Susan Pullan for making the statements so easy to understand – all agreed and applauded.

**MOTION:** David Ayer proposed to accept the 2014/2015 Financial Statements. Seconded by Maggie Park. No one opposed.

MOTION CARRIED.

**MOTION:** Manon Kapeller proposed to accept the Budget for 2015/2016. Seconded by Patty Morrison.

MOTION CARRIED.

#### **Agenda Item #6: Charity List Update:**

Susan Pullan tabled the complete list of charities we have donations to and reviewed the process we go thru to redo the charity list and how we will be doing it this fall. Susan advised all that she will be emailing all members the details soon and asked everyone to start thinking of the charities that they would like to nominate.

#### **Agenda Item #7: Scholarship Update:**

Diane Fraser reported that Helen Lucker has agreed to take over as Chair of the Scholarship Committee and is working with Diane to do her first preparation and distribution.

David Rain would like to see if we can find a way to increase our PR around the scholarship winners and will work towards that goal this year along with other members of the PR team.

#### **Agenda Item #8: Email Database & Newsletter Update:**

Martha Patterson reported that we have approximately 1600 records in our database and that with the new anti-spam laws the only way we are adding to it is by completed forms at our concerts or requests completed on our website. We have approximately 10 people who still want it mailed to them and we will continue to do so.

Diana Brushey reviewed how all in the choir are encouraged to volunteer to write for the newsletter if they wish to and offered to aid them in any way they need. She encouraged all to submit ideas, photos, and videos – not to limit themselves if they are not comfortable with writing for the newsletter – she and Martha can take these items and add the content.

Martha Patterson tabled and reviewed the results of the people who signed up for the database from our 2015 Spring Concerts:

141 people turned in papers over the 2 concerts this spring. That is compared to 47 last spring and about 275 the last 2 Christmas seasons.

This was made up of 26% new sign-ups, 35% people already on our list, and 39% who did not leave any info. This is somewhat fewer new people than usual - higher for both existing people and no-info people.

The survey shows that word-of-mouth is still the most popular way to hear about us, although since we changed the categories a bit this time it is not directly comparable to past results. As you may recall, the main changes were that we made 2 of our biggest "Other" responses into categories in their own right (concert venue and newsletter) and we collapsed all the poster/newspaper ad/website/social media etc. categories into one called "Advertisement". The results are as follows:

Friend/Family Member	54%
Church/Concert Venue	18%
Newsletter	16%
Ad	11%
Other	4%
No response	6%

Some people specified what kind of ad they saw:

Citizen (2)  
Kitchissippi Times (1)  
Newspaper (unspecified) (2)  
Website (1)  
ottawaevents.org (1)  
classymusic.ca (1)  
Poster (1)  
Facebook (1)

The "Other" responses were:

Retraite en action (4) - thanks to Denyse M!  
Bourse Stairwell à l'école (1) (this was not one of the winners)

We now have 1663 people on the list. Since we sent the Spring Newsletter, 7 people have unsubscribed and 2 new people have signed up (other than the people I just entered from the forms).

#### **Agenda Item #9: Concert Bookings Update:**

Diane Fraser reported the following bookings to date for Christmas 2015:

Friday, November 27, 2015 - 7:30 pm - St. Thomas Anglican Church, Stittsville  
Saturday, December 5, 2015 - 7:30 pm - St. Matthieu, Gatineau  
Sunday, December 6, 2015 – 2:00 pm - Emanuel Anglican Church, Arnprior  
Friday, December 11, 2015 – 7:30 pm - Knox Presbyterian, Downtown Ottawa  
Saturday, December 12, 2015 – 7:30 pm – St. James, Carleton Place  
Sunday, December 13, 2015 – 3:00 pm - National Gallery, Downtown Ottawa  
Wednesday, December 16, 2015 – 7:30 pm - St. Columba, East End Ottawa

## **Concert Site Practices:**

Wednesday, December 2, 2015 – 6:00 pm – St. Matthieu, Gatineau

Wednesday, December 9, 2015 – 6:00 pm – Knox Presbyterian, Downtown Ottawa

Diane Fraser explained that the National Gallery may have their funding cut so we have booked a seventh concert this season. If they get the funding we will do all seven but if they don't then we have our six concerts and will not lose on revenue.

Pierre Massie reported that the 2016 Spring concert will be June 4<sup>th</sup> at St. Barnabas and asked all members to go on line and complete the member survey.

## **Agenda Item #10: Choir Crews & Responsibilities:**

Diana Brushey reviewed the need for all members to help out beyond singing in the choir outlining the various jobs and roles that are to be covered off on in order for the choir to function. She summarized the crew lists and asked all to consider their strengths so that when she emails each individually they will be able to confirm where they feel they can help.

## **Agenda Item #11: Member Expectations:**

Diana Brushey reviewed the expectations that are placed on members when joining the choir. There is the expectation that you will arrive for the first practice of each season with your music printed and in a binder sorted the way that Pierre has laid out and that you have downloaded the practice files for the season. She then explained the agreement we have with Oxford University Press – that if all members of the choir purchase a copy of “100 Carols for Choir” then we do not have to pay copy write on the copies we make of the music from any of their publications which makes up a large portion of what we sing. She asked all that have not yet purchased this book to do so soon. She went on to reinforce the need for all members to check the member’s page on the website every Monday and to be prepared for each practice by practicing at home before choir. It is important that you know the music and the lyrics to the best of your ability before coming to choir so that the time at practice is for Pete to work on the choir sound, etc. and not on learning the pieces. Lastly, she reviewed the protocol for leaving the choir and asked that should you need to leave that you give as much notice as possible as it takes quite a bit of time to replace a person but at a minimum to give 4 weeks.

Pierre Massie reviewed the new format of the choir’s Do’s and Don’ts on the web site which now requires you to read through it like a survey and sign off your understanding and acceptance.

## **Agenda Item #12: Elections – Vice-President Position:**

Diane Fraser closed nominations for the elections and noted that the position of Treasurer is up for election.

**MOTION:** Diane Fraser nominated Susan Pullan for re-election into the position of Treasurer. Susan Pullan was elected by acclamation.

**MOTION CARRIED**

Susan Pullan accepted.

Diana Brushey advised all that due to a new job and heavier workload she is unable to continue on in the role of Vice President for the choir and is stepping down.

**MOTION:** Diane Fraser nominated Morgan Hassell for election into the position of Vice-President. Morgan Hassell was elected by acclamation.

**MOTION CARRIED**

Morgan Hassell accepted.

**Agenda Item #12: Other Business:**

Choir Photo:

Pierre Massie advised all that we need to update our choir photo and the date we are doing this is September 16<sup>th</sup> at 6pm on the steps of St. Columba church and that the dress code is our Spring concert all black.

End of Meeting:

**MOTION:** Khalil Daibes proposed end of meeting. Seconded by Nicole Farris-Manning.

**MOTION CARRIED**