



# Choir Committee Meeting

## Minutes

Monday 4<sup>th</sup> October 2021

**Present** - John Mallinson (chairman), Steve Flynn (secretary)  
Steve Davies (Treasurer, John Middleton, John Clay, Derek Holman, Stephen Broadbent, Paul Morgan

### 1. Formalities –

#### *Apologies for Absence*

Fred Simms

#### *Approval of Previous Minutes (August)*

Approved - Derek

Seconded - Paul

Chairman

### 2. Correspondence and Matters arising

None Received

Secretary

### 3. Covid19 Update

Since commencing rehearsals on Tuesday July 20<sup>th</sup> (77 days ago!) we have not experienced any Covid related issues that have impacted the Choir. We must maintain our vigilance and follow good rehearsal practices to maintain this situation. We can't become complacent.

Live streaming of rehearsals has benefits for some members and will continue – thanks to Dorian for managing this process.

### 4. Concerts

#### **Town Hall**

Final preparations are in hand for the concert with the UKES on Saturday October 9<sup>th</sup>.

- Choir Members are asked to attend the TH at 4:00pm.
- Joint rehearsals will be at 5:00pm (approx. we all know these times can be fluid!)
- There are a handful of tickets available from the Choir at a discounted price of £25.00. Contact Derek. Quickly!
- Paul will provide a kettle for UKES use!

Derek

Paul.

#### **New Mill Christmas Concert – Saturday 18<sup>th</sup> December**

- Once again, tickets for this concert will be sold online.
- Ticket price £10.00

John Middleton



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<b>5. Finance</b> Steve presented the draft balance sheet for the financial year ending <b>September 30<sup>th</sup> 2021</b> . The Choir have approx. £20k in reserve and have no immediate financial issues. It is anticipated that the UKES concert may run at a loss but the committee, given the circumstances we are operating in this year, considered this situation and decided the loss is manageable.  NB. Since this discussion took place on Monday evening, we have sold another 40 tickets, one thousand pounds in hard cash! Let's keep working on ticket sales.	Steve Davies
<b>6. Recruitment</b> The Open Night will go ahead on <b>Tuesday October 19<sup>th</sup></b> . We will advertise the event at our concert in the TH. Members are asked to spread the word around friends, family and neighbours. At this stage we are not looking for lifelong commitment. Just come along and enjoy a sing, a pint, and a pie!	
<b>7. Membership</b> Membership is our major issue. See item 9 where this was discussed further.	Stephen Broadbent
<b>8. Website and Choir Communications</b> Our Christmas concerts will be added to the web.	John Middleton
<b>9. Committee Objectives</b> The Committee reviewed the presentation from Samantha Willoughby of 1017 Marketing. Sam identified the following key issues <ol style="list-style-type: none"><li>To improve the profile of the New Mill Male Voice Choir (NMMVC)</li><li>To increase membership among a younger age group</li><li>To increase awareness, interest and sales of concerts and events</li><li>To secure the future of the New Mill Male Voice Choir</li></ol> We are under no illusion that the 'Male Voice Choir' genre does not attract anyone under 50 but we are failing to attract the sub 60 age group! The new/nearly retired. In the coming months this will	



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become a priority and something we will develop with Sam. We have had success with 'Open Nights' in the past but we will actively explore how we can target this age group using social media and our online presence as well as more traditional advertising material. The process involves the whole Choir and members are welcome to get involved. It won't be easy, but the ride will be interesting!

A vote of Thanks was given to SF/DH for their work with Sam and 1017

### **10. Social Events**

The current Covid climate is making us reticent to add more risk to members social activities!  
We'll pick these events up in 2022.

John Clay

### **11. AOB**

Scarborough coach is booked.

Chairman

### **12. Date and time of next meeting**

**Monday 8<sup>th</sup> November 2021**

**7:00pm**

**New Mill Club**

Chairman

**Meeting Closed  
8:29 pm**