

Dear members of the Boulder Philharmonic Orchestra,

Now that we have our first concert behind us the Orchestra Committee would like to give you an update. Thank you to everyone who completed our after concert survey! This is a quick and easy way for the OC to get valuable feedback from the orchestra.

We held our meeting for the orchestra after the dress rehearsal on October 29th. If you were unable to attend, you can find minutes from that meeting posted on the BPOPA website.

FYI- There has been a lot of behind the scenes activity since the end of the summer. Members of a Special 2010 Task Force (TF)—chartered by the Boulder Philharmonic Orchestra Board to address financial and organizational challenges—worked together and in subgroups for three months on an important set of interrelated topics: *mission and vision, brand equity, marketing, programming, and board development.*

At the full board meeting on Nov. 17, 2009, Musician Director and TF Chair Mike Allen presented the Task Force findings to the board (Please visit www.bpopa.org to see the full report). After hearing the presentation and discussion, the board passed three resolutions that David Fulker proposed in his opening letter of the report. This means three things:

- 1) The board has approved additional marketing expenditures for the remainder of this season in the amount of \$20,000. This figure includes the design, production, and distribution of the season brochure for the 2010-2011 season. We proposed that the distribution of that brochure be expanded from the 4,000 that now receive it to closer to 20,000.
- 2) The board has given Michael and the new executive director the go ahead to plan a more robust season – the general guidelines are six classical, two pops, Arvada Center Summer concerts as well as Nutcracker. At least some of the classical concerts will be repeated. If you read the programming chapter of the report, you will see some very ambitious programming suggested by Michael.
- 3) The board is to begin immediately recruiting up to six new board members with vital community connections. In addition, board committees are to be formed and become active almost immediately.

The Orchestra Committee is encouraged by the report and the actions of the board and we believe this is a step in the right direction for positive growth of the organization.

There were 43 applicants for the Executive Director position. The search committee was impressed with the high quality of applicants and has narrowed it down to three candidates who will be interviewed in Boulder the first week of December. The Board plans have made a decision by the December Board meeting.

The Board is beginning to plan events for the musicians and board members to have informal opportunities to get to know each other. These events will take place surrounding select weekend rehearsals. Invitations will be sent in the January. Please make every effort to attend one of these events and take advantage of meeting some members of the BPO Board of Directors.

Sincerely,

BPO Orchestra Committee