

BPO Orchestra Meeting

10/29/09 Meeting Minutes

I. Call to order

Devon Park called to order the regular meeting of the BPO Orchestra Members at 10:15 p.m. on Oct. 29, 2009 at Macky in Boulder. 14 orchestra members were present.

II. Business

a) Open Executive Director Position

Kim Peoria announced committee members to select new Ex. Dir. They will review all candidates with a “scoring” system and present a short list of their recommended candidates to the Board in early December.

b) Musician Directors' Report

1. Mike Allen, Kim Peoria and Dave Crowe have been attending Board Meetings since August as “Musician Directors”.
2. Gala net was 60K. Some of the money will go to development projects.
3. SCFD gave 17k. BPO is SCFD's highest priority of Tier 3 funding for Boulder County.
4. Ticket sales for October 30 are down. Only 860 tickets sold by 10/29. That is 400 less than average. BPO is outsourcing marketing to Holly Hickman and she is trying to target single ticket sales. Shelly Sampson is BPO's ticket sales and customer interface and is working about 15 hours a week.
5. Filming on 10/30 will be used to create video clips to be shown on the Internet. Links will be published on BPO's facebook page.
6. Mike Allen is a member of a task force to make specific recommendations to the Board on what to do for the rest of the season. Marketing budget is cut in half. \$165K revenue is needed throughout the season, but BPO is spending only 3k on marketing each concert. BPO is looking for accountant to keep the books.
7. Philharmonic has 210K in the endowment.
8. BPO has been offered a larger number of concert dates for next year from Macky.
9. Video cameras may be on stage at other future concerts and images projected overhead.
10. Arvada Center Summer Concerts are likely to happen.
11. The ticket policy for this year has changed. All contracted members of the orchestra received a pair of season tickets and may purchase an additional four tickets for half price for each masterwork concert. **The intent behind this new policy of having tickets "in-hand" is to make it easier for the orchestra members to invite new audience members. The Orchestra Committee encourages players to take advantage of this opportunity to help build and increase our audience.** Remember that \$5 student tickets, **group discounts** are available, and discounted tickets may also be available via the website or Facebook.

c) “Meet and Greet”

Megan Edginton will be working with Board member Pat Butler to plan pre/post rehearsal meeting for orchestra and board members to meet. Please bring Megan your suggestions.

d) Surveys

Bob Orecchio will send out post concert surveys and publish results on BPOPA.org after every concert this season.

III. Adjournment

Devon Park adjourned the meeting at 11:00 p.m.

Minutes submitted by: Sarah Delevoryas