

Discussion topics for Jan. 22nd Board Retreat

- ***Cultivating New Corporate sponsors***
 - Increase population on corporate mailing list
 - Target LGBT–friendly businesses in the Central PA area
 - Isolate corporate campaign from consumer campaign to align with corporate budgeting timelines (June-August)
- ***Member Recruitment***
 - Continuous year-round effort by all members
 - How, where and who to target
 - Updated approach
- ***New Fund Raising opportunities***
 - Creative ways to showcase the chorus
 - Restructure program ad rates to accommodate additional advertisers throughout the concert season
- ***Giving Back to the Community***
 - Both LGBT and Non-LGBT endeavors
 - Prepping and serving a meal at the Ronald McDonald house
- ***Non-Concert / For-Hire performances***
 - Minimum number of members required for a performance
 - Pricing points
 - Creating music repertoire for our “back pocket”
 - Standard performance attire
- ***Increasing member engagement***
 - Overcoming veteran member apathy
- ***Updating the HGMC ByLaws***
 - Hbg Men’s Chorus D/B/A Hbg Gay Men’s Chorus
 - Augment to include relevant provisions on tolerance, sexual harassment and gender identification
 - Strengthen sections that appear somewhat vague and non-specific
 - Enhance the board member roles and responsibilities sections to include specific details, and include additional chorus role definitions
- ***Creating Policies & Procedures documentation***
 - Determine what processes need to be documented
 - Create step-by-step “How To” guides for successors