

Village Ringers
Minutes of the Administrative Board Meeting
Monday, August 13, 2018, 3:00 pm
1629 Oak Forest Drive, The Villages, Florida

Members Attending

Bonnie Fisher, President, Director; Ron Drozd, Vice President; Amy Cornwall Robinson, Treasurer, Emily Spann, Secretary; John Higbee

Call to Order

Executive Director, Bonnie called the meeting to order at 3:00 pm.

Changes to the Agenda

The following addition to the agenda was requested: Consideration as to the need for a trademark and/or registering the name of Village Ringers in the US Patent and trademark Office, as well as a domain name. The agenda with addition was approved.

Approval of the Minutes

None required as this was the inaugural board meeting.

Reports

I. **President's Report:** Bonnie presented a copy of the President's Report to each board member. The report included the following items:

- (1) Potential ringer, Lisa Hunter, will be traveling to Baton Rouge, LA on Tuesday, August 14, to obtain the set of 4 octaves of Schulmerich handbells, chimes, tables, foam, equipment, and some music. She was able to negotiate the price of \$9,000.00. There will be enough money available to purchase the 5th octave of handbells.
- (2) Bonnie has filed Florida incorporation and 501c3 paperwork to ensure that the Village Ringers is an official, tax deductible organization.
- (3) New Covenant UMC will host the two audition dates of Monday, August 20, 3:00 pm and Thursday, August 30, 6:00 pm. Currently 22+ individuals have signed up to audition.
- (4) Judges for the audition will be Jean Butler and Jill and Lesann VanSyckle.
- (5) Bonnie was able to secure the Elan facility on CR466 for rehearsals and the storing of handbell equipment. Residents of Elan will be invited to rehearsals at any time.

II. Treasurer's Report: Amy presented a printed Treasurer's Report to each of the board members. The report indicated a Beginning balance of \$20,000. Several expenses were noted and the remaining funds are now = \$9,262.15.

The board approved the treasurer's report as shown

(1) Discussion was held regarding the purchase of a 5th octave of handbells in the amount of \$9,225.00. Half of the total amount will need to be paid upfront, but the remainder may be paid within two years.

(2) Bonnie reminded the board members that the first actual income will come from the \$50 amount to be paid by each of the member ringers and the second income will come from the concert sale amount. Seating at the Seabreeze Recreation Center is 340, and the normal ticket price is \$20.00. Non-Village residents would pay \$25.00.

(3) Villages Entertainment will take out their cut of about 5% of the total sales. However, Villages Entertainment would take care of all advertising - i.e. The Daily Sun and online.

(4) A piano and a stage are available at the Seabreeze facility.

(5) Bonnie mentioned that she would like to take an official Village Ringers photo at the first rehearsal in Elan. Dress for the photo will be discussed after the 2nd or 3rd rehearsal, until the initial 'hype' is over.

(6) After explaining that he liked to take pictures, Bonnie asked John if he would be in charge of photos for the official Village Ringers advertisements. John agreed to do this.

(7) Ron suggested that the board consider holding off on the purchase of the 5th octave until more funding is in place. Discussion followed with Bonnie explaining that only having 4 octaves would limit the number of bell ringers to less than the proposed 15 or 16. More discussion ensued, with John making a motion to purchase the 5th octave set of bells from Schulmerich now by paying half of the \$9,225.00 and having 2 years to pay the remaining amount. The vote on the motion was 3 "YEAS" and 1 opposed.

Old Business

None, as this was the first official meeting.

New Business

(1) Website: Bonnie explained to the board that she started a Facebook site and one person will be auditioning in response to the Facebook site. Debate ensued as to whether continuation of the Facebook site would be worthwhile. The Board members made the decision that the Facebook site would not be the best investment due to time required for maintaining the site.

(2) Registering and Protecting the Village Ringers name: John stated that the board should consider whether the Village Ringers name should be registered and protected. John mentioned that a domain name could be purchased for \$14.99. Or design our own website for \$15.00 a month. John indicated that the domain name VillageRingers.org is available and could be purchased from various domain name sites. Bonnie asked Emily if she would reserve the domain name and Emily agreed.

(3) Ushers needed at concert on Sat., 12/8/2018: Bonnie asked if anyone had suggestions for ushers at the December concert. Emily volunteered her husband and Bonnie indicated that bell ringer members' spouses will be asked to serve as ushers. Bonnie explained that The Villages Entertainment will take care of setting up chairs and selling tickets at the door. (Ushers will be taking up tickets and giving out programs and helping lost folks.) Villages Entertainment amount is \$250.00 flat fee and includes all design work and online advertising. This includes 6 weeks of advertising (each Thursday) in the Daily Sun. For a two-hour concert, the amount will be \$140.00/hour. If one non-Villager attends, then rent is required.

(4) Bonnie asked if anyone had a truck that could be used for transporting equipment. Emily said that she had a truck and she would be willing for the handbell group to use.

(5) Bonnie indicated that pre-sale tickets should be given to performers as vouchers. The vouchers for ringers would be \$15.00 and would be turned into the box office. Bonnie told the board that Gary Powell, music director at the Sharon, is working to provide opportunities for the choir to play in the lobby prior to-shows.

(6) Programs: Bonnie explained to the board that the name of the December concert-is "RING CHRISTMAS LOUD and CLEAR!" was proposed by Bonnie with assistance from the Villages Entertainment. The concert will be at the Seabreeze Recreation Center on Saturday, December 8, 7:00 pm. The hall will be open at 3:30 pm for setup and rehearsal. Doors open at 6:30 pm and equipment must be cleared out by 8:30 pm. Bonnie told the board that she has already started working on a program idea. Bonnie wanted to know if we should make the program glossy or very plain. Bonnie indicated that Staples charges .75/a piece. Discussion followed and John said he felt that programs are "throw away" items and that we should not spend a lot of money. John told the board that he has a nice printer and would be willing to print the programs if the board provides the ink and supplies. Ron volunteered to fold. Bonnie will make a mock up to send to John using Microsoft Word or Microsoft Publisher. Bonnie would like to use an actual picture of the choir on the program.

(7) Bonnie asked the board about who should select the music. Bonnie distributed to the board members a list of possible concert pieces - suggested at the first Panera Bread meeting. Bonnie explained to the board how expensive music really is - at least \$4.95/copy is common. Bonnie plans to order 10 copies (including the director copy) with smaller bells sharing music pieces. Discussion ensued and the board determined that all of the bell ringers and board members should commit to getting together and listening and selecting the music.

(8) Gift for Ringers: Bonnie asked the board if a gift or gesture should be given to the bell ringers. Buttons and pins were discussed, but John suggested that the board present a rose or poinsettia to the members after the Christmas concert. The board made the decision to purchase poinsettias prior to the first concert. The plants would be used to help decorate the concert area, and then presented to the ringers following the performance.

(9) Bonnie mentioned to the board members that they are highly encouraged to attend any part of the auditions (Monday, August 20, 3:00 pm and Thursday, August 30 6:00 pm at New Covenant Methodist Church in Summerville. Also, Bonnie encouraged board members to attend the first rehearsal on Monday, Sept. 3, 3:00 pm at Elan, CR 466. She encouraged photos and recordings!

(10) John wanted the group to discuss the possibility of purchasing a Trademark - buying the exclusive use of the name and registering with the Patents and Trade Office. If protecting just the name - it is fairly simple. Service Mark is the logo. The amount of \$225.00 would reserve for 6 years. The board will readdress at a later date.

(11) Bonnie explained that table covers will need to be purchased as the ones purchased are not appropriate. Bonnie mentioned purchasing dark sheets for \$10 or less. Eight 6-foot tables will probably be used.

(12) Board members discussed the number of concerts that should be held in 2019. Members suggested two concerts and one concert should be set in July as a reserve. The first concert will be December 8 and the possible second concert will be either April 6 or March 30 (backup date). Bonnie stated that the group could possibly have two concerts on one day after determining how the Dec. concert turns out.

Adjournment/Date of Next Meeting

Next meeting will be held on Tuesday, December 18, 3:00 pm, at Bonnie Fisher's house. Motion was made by John to adjourn and all members were in favor.