

River Oaks Chamber Orchestra  
Board of Directors Meeting  
October 7, 2011

**Attendance**

From the Board of Directors: Patricia Casey, Scott Baxter, Kit Gwin, Tim Harris, Maureen Jennings, Alecia Lawyer, George Pilko, and Kathy Segner

Board Members Not Present: Kathleen Holt, Suzanne LeFevre, Richard Oblath, Thuy Tran, and Barbara Schusterman

From the Staff: Terri Golas

Other Attendee: Sukey Fenoglio, Gavin Reed

**Minutes**

The Board unanimously approved the Minutes from the September 9, 2011 meeting.

**State of ROCO**

Alecia presented the State of ROCO, including the new season's very strong start. The first two events (Beer and Brass at St. Arnold Brewery and the ROCO String Quartet at University of St. Thomas) were both big successes. The Beer and Brass event sold out for the first time. The UST concert was very well attended, with a good number of first-timers. Congratulations to Suzanne for the terrific debut of the UST series. ROCO has received a lot of renewals from subscribers and supporters. The dinner at Ouisie's with the musicians is expected to be a sell-out. Alecia also provided an update on housing. Two musicians (a married couple) still need housing for the October 22<sup>nd</sup> concert week-end.

Terri reminded Board members to visit the Board section of ROCO's website on the Wednesday before each Board meeting for current information.

**Finance Report**

Tim and Terri presented the Finance Report. ROCO's current finances are "pretty good, sitting right on budget." We are within \$400 of our cash target. While concert expenses are \$11K over budget, overall income and expenses are each about \$2,500 short of projections. This is primarily a function of timing. We are \$9,000 ahead of projections on donations. Concert income is very strong. As of now, ROCO has \$27,700 in sponsor commitments; \$17,700 of this amount has been received, including \$10,000 from Frost Bank, a new sponsor. Terri added that we are reworking the concert expense plan to insure that we are on target. Tim pointed out that, if we identify expected sponsors and supporters, we can target them to assist with timing of income.

The UST series will continue in the red, even with sell-out concerts. The current budget for each concert is \$2,500; the actual cost of each is \$5,500, which means we want to secure a sponsor/underwriter for each. Mark Schusterman is underwriter/sponsor for the 3<sup>rd</sup> performance; the 2<sup>nd</sup> is available for sponsorship.

## **Development Report**

Sukey Fenoglio began the Development Report by commending ROCO's wonderful work and best practices, describing ROCO as a model for the non-profit world. Sukey has 40 years of fundraising experience, mostly in schools. The same fundraising principles apply to educational and cultural organizations. Fundraising is a process, both an art and a science. The "science" part is based on seven steps, which she explained. Sukey and Alecia have researched, evaluated, and created a list of potential ROCO donors. In addition, Alecia also has a high priority prospect list that she is cultivating. Sukey pointed out that it is best to ask potential donors for a specific amount, as they are not usually offended. It is also important to tell potential donors why you have asked to meet with them.

Sukey and Alecia have created a plan for how ROCO can get to \$650,000 in support. (The form is "\$650,000 – Scale of Gifts.") There are opportunities for \$220,000 in support. They have also created a list of organizations, corporations, and individuals who donate to the arts. Board members are asked to add names to these two lists and advise Sukey if they know or have any information about anyone on the list. George suggested adding another column to the Scale of Gifts list to include names from the target lists. If we hit on every target, we would still be \$45,000 short. An updated Scale of Gifts and corporate prospect list will be sent to Board and Advisory Board members in follow-up to this discussion.

## **Upcoming Events**

ROCO will not perform in April 2012 at the Bosarge home, as it is not large enough. This presents an opportunity for another performance by the full orchestra. Sukey will contact St. Martin's Episcopal Church to see if there is any interest. St. Martin's has temporary flooring for a full orchestra. Board members will consider/suggest other locations, too.

## **Musician: Gavin Reed, French Horn**

ROCO horn player Gavin Reed reported on the Beer and Brass event, which he described as "fun" and "unbelievably well-attended" with a "startlingly unusual" level of audience participation.

Submitted by Maureen Jennings, Secretary