

WCCC Extra Committee Meeting 17th March 2020 – Minutes

Present: Phil Crowther (PC), Stephen Shellard (SS), Judith Aldridge (JA), Carole Oliver (CO), Kevern Oliver (KO), Rebecca Jones (RJ), Mark Wilson (MW), Sue Stanford (SSt), Anne Renshaw (ARn), Eileen Roberts (ER), Sarah Donaldson (SD)

Minute		Action
1	Apologies Michael Brierley (MB), Richard Holroyd (RH), Helen Randall (HR)	
2	<p>COVID-19. What actions should we be taking?</p> <p>It was unanimously agreed that that the WCCC will cease meeting for the foreseeable future. This is a logical and inevitable response to the Government's strategy on how best to deal with the COVID-19 epidemic and the Cathedral's decision to suspend all public worship until further notice. The following services and events are cancelled.</p> <ul style="list-style-type: none"> • 21/03/20 Evensong • 29/03/20: Eucharist and Evensong • 05/04/20: Stainer's Crucifixion • 06/04/20: Compline • 02/05/20: The Choir's contribution to Rebecca's wedding. • 12, 18, 19/06/20: Recording (postponed until mid-2021) • 04/07/20 Vivaldi con Vino at Himbleton (postponed) <p>Based on the current <i>12-week rule</i> and the possibility that we might be able to come together again in late June we have, for the moment at least, not cancelled</p> <ul style="list-style-type: none"> • 11/07/20: Evensong • 12/07/20: Eucharist and Evensong • 25/07/20: 3 Choirs' Evensong <ul style="list-style-type: none"> • Our AGM which was scheduled for 14/05/20 will be cancelled. This decision creates administrative and constitutional issues and members will be asked by email to approve the following extraordinary course of action. <ul style="list-style-type: none"> • The minutes of last year's meeting along with the MD's, Chair's Treasurer's and Secretary's reports will be circulated as normal at the end of May. • The AGM itself will be delayed until the beginning of our autumn term • The committee's current officers and members, including those who we recently co-opted, will continue in post until elections takes place at the postponed AGM. <p>KO will email all members with the above information and request email approval for the actions arising from the cancellation of the AGM.</p> <p>It was agreed that SS should receive an ex-gratia payment of £150 plus his normal termly honorarium of £500</p> <p>It was noted with thanks that Robin Walker had been offered a compensatory sum for loss of rehearsal earnings, but he had refused to accept it.</p> <p>It was agreed that the basic subscriptions for 20/21 would remain at £75. However since there would be little or no singing in the summer term,</p>	<p>KO</p> <p>RJ</p>

	members could, if they wish, pay £50. Normal, part payment arrangements will still be available.	
3	<p>The Sponsor-a- Carol initiative:</p> <p>Purpose: to receive an update on progress and planning for the recording itself and on collaboration with <i>St. Richard's/gathering of sponsors/practical/logistical & financial issues</i>, and then discuss and agree the way ahead.</p> <p>ARn reported on her meeting with Tricia Cavell (Fundraising Director at St. Richard's Hospice).</p> <p>Key points and subsequent reflections:</p> <ul style="list-style-type: none"> • CDs do not sell anymore. They are a niche product and very few people have CD players. • People use streaming e.g Spotify, Pandora. • None of our CDs have sold enough to cover the high cost of recording and production. • Possible sponsors of our current fund-raising idea are much more likely to give money direct to St. Richard's than they are to us. • St. Richard's would be interested in working with us on an event which would launch a new WCCC recording. Appropriately organised this was more likely to generate income than any attempt to sell CDs and benefit not only us but St. Richard's and sponsors as well. • Need to find sponsors who are keen to support us as a choir and a new recording of our music and then become involved in a launch event • Why do we want to make another CD? • What other ways are there of getting our music <i>out there</i> in ways that will draw in a larger, supportive, appreciative audience? <p>There was a wide-ranging discussion and response to the questions in the last 2 points above. The following key points emerged.</p> <ul style="list-style-type: none"> • We want to be heard and appreciated by a wider audience i.e. increase our reach and the number of supporters at concerts and on-line. • Our CDs have not been a particularly successful way of getting our music heard by a wider audience and there was need to rethink our approach. • We will make another recording (in 2021) but its distribution and promotion will focus on social media, YouTube and streaming with only specific use of CDs e.g. sponsors' visiting cards. • The quality of YouTube clips ranges from short simple shots of rehearsals to more complex and lengthy productions. Research on resources, costs, etc. of production for the latter is needed. • Whatever is decided upon will be subject to proper budgeting and financial management. <p>It was agreed that</p> <ul style="list-style-type: none"> • CO will contact Chorum to postpone the June recording and explore the possibility and cost of a package which included recording and streaming without production of CDs. • ARn will, as and when possible, continue dialogue with St. Richard's about a joint launch and their ideas on attracting sponsors etc. • KO will do some initial research into video production costs. 	<p>CO</p> <p>ARn</p> <p>KO</p>
4	<p>Vivaldi Gloria Concerts</p> <p>Purpose: to bring members up to date on progress with preparations for the two Vivaldi concerts; in particular the publicity and promotion, and then agree the way ahead.</p>	

	<p>Unanimous agreement that the poster, designed by 773c (cost £108 + 200 flyers @£15) was excellent</p> <ul style="list-style-type: none"> • Himbleton (04/07/20) postponed. See agenda item 2 above. CO will contact Ann Green at Himbleton. • St. Martin's 26/09/20 to go ahead as planned unless COVID-19 restriction still in place. 	<p>ARn</p> <p>CO</p>
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