**September Development Report**

**MEETING ATTENDANCE DATA**

**This report contains attendance data for four meetings: September 4th, 11th, 18th, and 25th.

Members:**

- Total Unique Members: 33[35] (previous period: 31[33])

- Average Members per Meeting: 27[29] (previous period: 23[25])

-- Average Tenors per Meeting: 4.5 (previous period: 3.0)

-- Average Leads per Meeting: 8.25[9.0] (previous period: 7.5)

-- Average Basses per Meeting: 8.25[9.25] (previous period: 7.0[8.75])

-- Average Baritones per Meeting: 5.5 (previous period: 5.5)

- Full Attending Members: 17[18] (previous period: 12[13])

**Guests:**

**-** Total Unique Guests: 9 (previous period: 6)

**Conclusions:**

Note that the Total Unique Guests for this month counts 5 people that were here last week as part of the quartet singing activity.

The biggest announcement is that Greg LeBlanc has applied to become a member of the chapter!  He has passed the audition and the board vote and has submitted his application to BHS.  For this monthly report I am counting him as a guest, but for the next month he will be a member.  He has already gone to Eli Thomas and gotten a uniform ready, and he should be ready to perform by the Cabaret.

Attendance is up, as to be expected with contest coming up.  Most of the gain is in getting our semi-regulars to show up more often.  We aren't really reaching out and getting new people we weren't getting before.

**HOLIDAY CHORUS**

There is one final issue that needs to be resolved related to the Holiday Chorus.  While implementing my plan for marketing the Holiday Chorus, Dave K. suggested that we should start the Holiday Chorus earlier than my planned start date of November 20th.  His point was that we can't expect guests to get to an appropriate quality level if they are only attending two rehearsals before their first performance.  I understand that point and think it's valid.  My counterpoint was two-fold.  First, I expect that we will be focusing on Cabaret music almost exclusively until Cabaret is over.  If we advertise to guests that we are rehearsing for Holiday music, I feel like guests are going to feel like we lied to them when we spend 15 minutes or less on Holiday music each night (which is how I suspect the program will work out, assuming we don't skip Holiday music, which is quite likely.)  Second, I believe if we advertise seven weeks of rehearsal for the Holiday chorus, people will be less likely to attend due to the level of obligation.  This issue needs to be resolved immediately so we can move forward.

Other than that, I have most of the non-marketing preparation for the Holiday Chorus in motion.
- I've discussed the nightly programs for the post-Cabaret rehearsals with Sean, and we will be doing craft and then Holiday music at least until break, which is when I suspect most guests will leave.
- I've discussed getting copies of the sheet music and CDs of the music for guests to take home with Dave W., and that process is underway.  I will continue to follow up with Dave W. to make sure that happens.

- Dave K. has set up a signup form on the website for Holiday chorus guests.  We're reusing the signup tech from the Vocal Clinic.

Further work that needs to be done:

- Start getting word-of-mouth recruitment from our members.

- Fire off an email or two to our mailing list.

- Print up fliers?

- Andy