

RICHMOND SYMPHONY REVENUE DEVELOPMENT COMMITTEE MEETING

Wednesday, April 8, 2020 at 12pm via Zoom

Members Present: Mark Cox, David Fisk, Ted Linhart, George Mahoney, Maura Scott (Chair), Brandon Taylor, Marcia Thalheimer (VC)

Also Present: Caitlin DiBenedetto, Gail Henshaw, Kira Hiller, Kathryn Pullam, Frances Sterling, Chris Valdez

Members Absent: Earl Ferguson, Leon Roday, Bucci Zeugner

I. **Introduction:** Maura welcomed everyone. Notes from last meeting were reviewed and approved.

II. **Regrouping on FY20 and FY21:** Through COVID: RSO has begun scenario planning and fielding questions from Board and staff perspectives including what paths are in front of us. APC had a great launch of Valentina and we are utilizing social media to cover what we are doing to support our musicians and staff. We are also reaching out to stakeholders to let them know what we are doing and to begin to amass a body of perception, so we can learn next steps for the remainder of this fiscal year and the season as it is. In the coming months, we need to think about those traumatized by the event and changes in behavior, making / adopting a budget, and revenue goals for next year. This creates a massive impact on how we may sell tickets.

III. **Continuing solicitations:** Board members are continuing to make their gifts and in some cases increase or advance their gift. This continues to help with cash flow and provides leadership by example. Due to the launch of David's video, our newly updated online donation portal, which helps to engage SIG donors, raised \$4,700 in contributions over the weekend. A direct mailing solicitation will go out in April as a second gift opportunity with the hope to engage subscribers who didn't donate, but did renew their subscription already. The family chorus campaign (close to 50% participation) raised just over \$21,000. March produced good discussions with Menuhin funders gauging how to move forward. We continue to look for opportunities for emergency funding and are sifting through new opportunities that came out of the CARES act.

IV. **Communications, Subscription sales and Refunds:** Masterworks is ahead from last year, as is Metro and Pops. CYO has not launched based on conversations with TRG. Due to large changes to the schedule, a mailing will go out next week informing them of the changes. In total, subscription refunds have only reached \$8,000 with over \$4,000 moved to credits (\$50,000 were Menuhin related). The communication strategy in the coming weeks focuses on one message a week; next is the Music Marathon.

V. **Music Marathon:** Using the RSO Facebook Live page, Saturday April 25th from 10AM-10PM, an RSO musician or staff musician will have an opportunity to perform via livestream. Performances are divided into 15 minute intervals (RSO musician union streaming allotment). It will be run as follows: musicians login from home and announce what they're playing. Once their performance is complete, they will announce who is coming up next. APC staff will be on a chat on all social platforms and will be using the "Onstage" text donation platform. We are pushing forward, ahead of schedule, on all online platforms- more like crowdsourcing with the hopes of raising between \$30,000 and \$35,000.

VI. **Scenario planning for FY21:** If the Governor's order isn't lifted or extended by the middle of May, concerts through the middle of June will be cancelled. If the Governor extends his order through July 3rd, we will gauge if any summer activities can continue. If the Governor extends his order through the summer (to the day before Labor Day), September concerts may or may not happen. We may adopt a provisional budget in June with the option to come back in September and reassess.