

Sheffield Philharmonic Chorus 'Awake Arise!' Committee Minutes of Meeting of 16th June 2015

Present

Julie Smethurst; Anu Adebajo; Steve Terry; Rachel Mallaband;
Joanne Briddock; Paul Bedwell (Apologies: Angela Argenzio). NB
Kirsty and Dave had inadvertently not been invited.

1. CD Official Launch Date

It was agreed that the official launch date would be Friday 20th
November to tie in with the Village Carols and comply with the new
international release day standards. Sunday 16th November is the first
Sunday after Armistice Day which is when the carols are sung in
Sheffield pubs. The Sheffield Christmas lights should be switched on
on Sunday 22nd November – perhaps have a stall: 2014 details here:
<http://www.sheffieldnewsroom.co.uk/further-details-revealed-of-sheffields-spectacular-christmas/>

2. Promotional Copies

The existing list of promotional copy recipients (approx 50) was
amended and additions were recorded by **Paul** including the addition
of the Pennsylvanian Glen Rock Carollers (and Petrock Trelawny,
Aled Jones, Prof. Ian Russel). **Anu** would send Paul the original list
for him to update as a final list.

It was agreed that **Paul** would compose wording for a compliment slip
to be included in the promotional packs. The notes would be signed by
Julie as Chair. SPC Friends to receive a Christmas card with their CD
in attractive packaging.

Julie would be seeing Sam West on 27th July and would give him his
copy of the CD personally.

It was agreed that the addition of ad hoc reviewers would be discussed
with the subcommittee as they arose. NB Reviewers' CDs will need to
be stamped with "Promotional Copy not for Sale".

3. CD General Promotion

The possibility of selling the CD at pubs, shops and other locations
would be looked into although it was understood that some places
would charge VAT which would affect our profit margin. **Julie** would
speak to the landlord at the Royal with regards to selling the CD
behind the bar. Other possible outlets included: Sheffield Scene in

Surrey Street; the Millenium Gallery Shop (contact Kim Streets CEO); The Famous Sheffield Shop (Ecclesall Rd); the Weston Park shop. Sales to start 8 weeks before our Christmas concerts on approx 17th October.

The Classic FM Favourite Christmas Carol poll would be investigated. There was an opportunity to get Chorus members involved in the voting and leverage it for social media. **Darius'** opinion would be sought on the quality of the Chorus' recording of O Holy Night and the best tracks in general. **Steve** would also seek feedback from Fraser Wilson and give him one of his own copies.

Anu would circulate the infodisplay costs with a view to possibly producing a flyer for the dual purpose of promoting the Christmas concerts and the CD.

Steve to investigate promotion for the CD in the Classical Sheffield Festival programme. **Anu/Paul** would check if Choir & Organ magazine had a reviewer to add to the list.

4. CD Project Plans Not Covered Above

Angela would be asked for a subcommittee budget. Relevant costings would be presented to her in order to facilitate this. **Angela** to go ahead with setting up PayPal facilities.

Julie would discuss the website with Kirsty in order for it to be updated and made presentable in preparation for the new traffic for CD sales. iTunes and copyright charges to be investigated.

Steve would check on the lead time required for a second pressing should further copies be required nearer to Christmas.

Steve would talk to BDB about their plans for selling the CD at their stall at our Christmas concert. **Steve** would also contact Ruth regarding inclusion of CD details and web-link in the first Christmas email that goes out to the SICS mailing list.

5. Date of next meeting

Tuesday 15th September 2015 immediately following the rehearsal. **Angela** would be notified that we wanted to book KES until late and **Janet** would be asked to make the booking. **Kirsty** and **Dave** would be invited to attend the meeting.