

Minutes December 6, 2014

Final version approved by the board January 10, 2015

Palo Alto - Mountain View Chapter of the Barbershop Harmony Society

Minutes of the Board of Directors' Planning Meeting, 10:45 PM on December 6, 2014 at John Hinkle's office, 2007 West Hedding St., San Jose, CA.

Attendance:

President Jim Sherman, Secretary Bill Faight, Treasurer Dave Morley, VP Development Andy Maurer, VP Music Terry Moore, Program VP Bert Laurence, Member-at-Large John Hinkle, Coach Paul Eastman, Director Sean Abel, VP Marketing Nigel Endersby, Past President Dave Kocharhook, Member-at-Large Jeff Harris.

The meeting was called to order at 10:45 AM.

Objectives for 2015

This section of the meeting was a wide-ranging discussion of goals and activities.

A major objective is to increase chapter membership. Sean identified the section needs to expand the chorus to 40 members as more leads and basses. Various anecdotes about how members were recruited resulted in a story about the Peninsulaires 35 years ago and a rehearsal/performance in the Mayfield Mall (now an office building) that resulted in over 30 guests at the following chapter meeting.

Dave Morley suggested a goal of breaking even in the budget; someone upped the ante to making some money.

Musical production quality was another mentioned goal.

Calendar of Events

The Music VP report identified a set of scheduled events for the first half of the year. Andy expressed concern that we have had few events in the summer and it might be affecting retention. Sean suggested that ballpark singouts have little use as recruiting events but might still be useful as chapter social events.

Questions were asked about whether we should be having Saturday chorus coaching sessions, quartet coaching sessions, or non-chapter-meeting quartet(s) meetings.

Budget

The annual budget for 2014 will be used as input to the 2015 annual budget. For the most part the figures will be approximately the same with no new substantial income or expenses.

Program

Bert directly addressed the idea of visits to other chapters by noting how difficult logistics are and questioning the benefits to be gained.

Music

There was a substantial music report (now on Groupanizer).

Terry will look into coaching events using outside coaches.

Marketing

There was a substantial marketing report (now on Groupanizer).

Jeff's team currently consists of Jeff, John Wooldrige, and Bob Howd.

There was a discussion about doing more community-access TV programs or general studio or field recordings to enhance our marketability as a performing chorus, as well as having material for recruiting.

Jeff is willing to upgrade the current website as far as location, access, and content. Sean suggested looking at VIH's newly-refurbished website.

Development

There was a substantial development report (now on Groupanizer).

In the report Andy described a new section role: Development Rep – one for each section. The Dev Reps would focus on retention of members within their sections.

Andy identified Jerry Wong as an Assistant Development VP. Andy's team will consist of 6 members: the four Dev Reps, Jerry, and himself.

Andy will look into doing a survey of members to determine how they were recruited, and into doing an event similar to the Mayfield Mall event of 35 years ago.

Board Meetings

There was no mention of when the board will meet. The assumption is that the board will continue to meet on the first Saturday of each month at John Hinkle's office.

Dave K requested that reports be sent to the board on or before Sunday night before each board meeting.

Meeting adjourned at 12:40 pm.

