

Minutes May 2, 2015

Final version approved by the board June 13, 2015

Palo Alto - Mountain View Chapter of the Barbershop Harmony Society

Minutes of the Board of Directors' Monthly Meeting, 10:00 AM on May 2, 2015, at John Hinkle's office, 2007 West Hedding St., San Jose, CA.

Attendance:

President Dave Kocharhook, Treasurer Dave Morley, VP Music Terry Moore, Director Sean Abel, VP Marketing Jeff Harris, Member-at-Large Nigel Endersby, Coach Paul Eastman, VP Development Andy Maurer

The meeting was called to order by the President at 10:07 AM.

Approval of the Minutes

Minutes from the previous board meeting on April 11, 2015, were approved as amended.

Reports

Treasurer's Report

Received.

Music VP Report

Received.

Chapter Development VP Report

Received.

Marketing VP Report

Received.

Program VP Report

No report.

A motion to accept the reports was approved without dissent.

The annual audit has been done and tax returns have been filed.

Old Business

Mission Statement

We have several versions of our chapter mission statement, which encompass objectives and plans (which a mission statement should not do). Sean has taken a full-day workshop on mission statements, and will craft a new mission statement. Sean recommends a mission statement for the public, and a strategic plan for members. We could also have a vision statement and a values statement. Initial draft: "We are a men's a cappella chorus that focuses upon singing music in the barbershop style."

Goals:

- Perform at the A level (75 in Fall 2015, 78 in 2016, 80 in 2017, over 80 in 2018)
- 100 men chorus (36 in Fall 2015, 42 in 2016, 50 in 2017, 62 in 2018, 80 in 2019, 100 in 2020)
- Sell out shows. Sell out 2015 Cabaret, break even spring 2016, fill 60% of theater in spring 2017.
- No members need to pay for anything.

Sean will re-format the goals to make them easier to understand and put them in his DropBox. He would like Board members to read and comment on them there.

Vocal Clinic

Jerry Wong is handling marketing under Jeff's and Andy's guidance. Andy Maurer is planning the schedule. The first day of the Clinic is May 21; we currently have 5 registrants. There was a discussion of places to post flyers and send email. Andy is considering asking the SAI chorus to participate in a mini-show at the end of the Clinic.

Sean suggested that we ask the Sabercats to include information about us in the program, so if guys in the audience like what they hear, they could join us on Thursday evenings.

Cabaret

No location yet, but most other details (guest quartets, chapter quartets, theme) are in place.

May 30 performance

We discussed what still needs to be planned.

New risers

The Redwood City Chorus has risers from the vendor we're considering. Dave Kocharhook got a quote of \$7505.12 for 5 sets of 4-step risers, delivered. We haven't investigated Wenger risers yet. We will be looking for a grant to handle riser expense.

New Business

Spring Show Review

Expenses: \$4945.92. Sold 165 tickets at \$25, less PayPal charges. We got \$915 in advertising and \$450 sponsorship. More complete numbers will be available later. Prior year sales: 165 in 2015, 217 in 2014, 281 in 2013, 150 in 2012, 872 in 2011 (USO joint show with SAI), 361 in 2010. Do we know why sales have been decreasing? Should we look for a smaller venue such as the Sunnyvale Theater (200 seats)? Dave K proposed asking audience members to pay what they think the show is worth; our Treasurer was understandably nervous about that. There was an extended discussion on how to increase sales. Dave K noted that now is the time to secure a show venue for next spring. There was general agreement that we'll look for a smaller theater next spring and do two shows.

Fall FWD Convention in Mesa

How do we get people to sign up? Some guys can't afford it. We need to have private discussion with those people we suspect may be having difficulties. We should find someone to coordinate this (we have someone in mind). We will rehearse on Friday in Mesa; will we also rehearse on Thursday in Sunnyvale?

Motion passed

The Chapter should pay for a hospitality room on Saturday night (10/17/15) for our chapter members, at the headquarters hotel if possible, so that we can have a party to celebrate our successful day.

We are considering Bert Laurence as the person to plan the Hospitality program.

Update to Bruce McHenry situation (by Dave K)

Dave will talk with Bruce in the next few days to assess Bruce's opinions, so that we can decide better how to proceed.

The meeting adjourned at 12:22pm.
