

Minutes June 13, 2015

Final version approved by the board July 11, 2015

Palo Alto - Mountain View Chapter of the Barbershop Harmony Society

Minutes of the Board of Directors' Monthly Meeting, 10:00 AM on June 13, 2015, at John Hinkle's office, 2007 West Hedding St., San Jose, CA.

Attendance:

President Dave Kocharhook, VP Music Terry Moore, Member-at-Large John Hinkle, Member-at-Large Nigel Endersby, Past President Jim Sherman, Director Sean Abel, VP Program Bert Laurence, VP Marketing Jeff Harris. Guests: Preston Metcalf, Mike Irvin; Absent: Paul Eastman, Bill Faught, Andy Maurer, Dave Morley

Dave introduced Preston Metcalf, Chief Curator of the Triton Museum of Art and Professor of Art History at San Jose City College. Preston is an expert at getting grants for non-profit organizations such as ours. He attended our meeting to get to know us better and to talk about grants (see below).

The meeting was called to order by the President at 10:03 AM.

Approval of the Minutes

Correction to 4/30 minutes: Bert is listed as "member"; he's actually the Program VP.

The unmodified 5/2 meeting minutes were approved, as well as the amended 4/30 minutes.

Reports

Treasurer's Report

We haven't yet received a refund of our deposit (\$615) from Woodside High School. Dave will contact the school.

Bert asked whether there are any updates about finding a place for the chapter to meet for free. Dave responded that he hasn't investigated recently. Bert urged the Board to consider looking for free space. Nothing was decided.

Music VP Report

The Sabercats performance was canceled by the Sabercats; their sales and management people wanted a different group which would bring in an additional 200 ticket sales.

Chapter Development VP Report

Received.

Marketing VP Report

Steve Sammonds has authorizing us in writing to have someone other than Steve to represent the chapter for our internet domain name.

There was no Program report.

Reports were accepted: Treasurer, Music & Performance, Marketing, and Chapter Development.

Grants: In a discussion with Sean at SJCC, Preston was amazed that, with a budget our size, we don't pursue government or foundation grants. He consults with several groups through the Arts Council of Silicon Valley (renamed to "Silicon Valley Creates"). Usually any group with a budget over \$5K gets a significant portion of their income from a grant. Preston thinks that we're tailor-made for a grant. Applications are due in March and are awarded in May. Most of our competitors for grants don't have our history nor our educational outreach. He estimates that, if we were to apply for a \$4K (the maximum) grant, we'd probably get \$2K. Once we've received a grant from the Arts Council, grants from corporation will become available. (Corporations want to see that someone else has supported an organization first.)

Preston suggests that he work with us, starting in January 2016, to write a narrative description of our activities. We don't need to specify exactly what we'd do with the money, but emphasizing public service and education in the narrative would be good. Videos of our rehearsals and performances would be helpful. Bert commented that more than 10 years ago, PAMV got a grant from the Arts Council, but we haven't applied for one since then. Education of our audiences and of ourselves at chapter meetings and conventions, and the Voice Lessons, are also attractive.

Preston suggested that we get all members to donate something (\$1 or more) so we can say that we have 100% participation. Many companies provide matching funds for employees or former employees. He also recommends that we ask the City of Sunnyvale, and other cities where we have a presence, for money, and ask our members whether they or their family members or friends work for companies which give grants (e.g., Bank of America, Target). He suggests that we don't create any programs just to appeal to the granting agencies, but rather to do what we're already doing and do it well, and then report on it to the Council.

Dave noted that Mike Irvin and Jim Sherman volunteered to lead the grant-writing group. Preston would like to assist. They'll also include Dave Morley.

Chapter Strategic Plan: Sean has distributed his recommendations and received some comments, but would appreciate more. We had an extensive discussion on the topic.

From the last meeting, our proposed goals are:

- 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.

We should decide what tasks need to be done to work toward achieving these goals. Note that we don't need to devote full effort to all goals, but every goal should receive some effort. Sean suggests that improving our musical skills (first goal) will help to achieve the other goals, so we should focus on the musical skills.

While the strategic plan doesn't control daily operations, it should be kept in mind during daily operations.

We passed the following: "Develop and Implement Sean's strategic plan as amended by Bert (file "Word Draft Strategic Plan 2015.docx", in Groupanizer under directory "150613 Board Meeting June 13, 2015") as a starting point, with the implementation date being January 1, 2016." Sean previously emailed the plan to the Board.

Voice Clinic: Attendance has been at 25-30, with new arrivals and a few dropouts. The class includes several potential new members. For the final class, we've invited the Bay Area Showcase Chorus to join us to present a program to the students and to talk with women about joining BASC. The church risers and our risers together comprise ten 3-step risers, enough for the SAI members and us.

Cabaret: We still haven't found a venue other than the Sunnyvale United Methodist Church. Dave is looking, but hasn't yet investigated the Cubberley cafetorium.

New risers: We're waiting for VIH to decide what to buy, and we'd like to get the same model so we'd be able to put the two sets together. The Redwood Chordsmen (Santa Rosa) have been using the Sico risers and are happy with them; VIH is close to choosing Sico. The Sico risers take substantially more storage space than our current risers. There is no price advantage in ordering with VIH, so we can order ours whenever we're ready.

Theater for the Spring 2016 Show: Sunnyvale Theater is ideal, but is available only on a weekend in mid-May or Memorial Day in 2016. The mid-May date coincides with Sean's graduation and with the SAI convention. Other possibilities are Cubberley Community Center (217 seats), Woodside High School (478), Wilcox High School (360), Santa Clara High School (360), and San Jose City College (336). The SJCC theater is probably available in late April.

Bruce McHenry update: Bruce will get back to us when his court actions are resolved, expected in early 2016. He has agreed to be on sabbatical until then. We discussed what to do in the interim, but didn't decide anything.

The Board secretary is charged by the Board to contact Nashville to instruct them as follows:

- If B. McHenry ("McHenry") submits his PAMV chapter membership renewal, Nashville should put a hold on his renewal until approved by our chapter;

- Should McHenry request chapter membership renewal, Nashville should contact PAMV that he attempted to do so;
- Ask if it is true that McHenry paid for and holds a 2-year membership and if so, why was this allowed / possible.

FWD Convention in Mesa: 22 singers (3 tenors, 7 leads, 4 baritones, 8 basses) + director will be attending. There are no affordable rooms available for a Hospitality Suite, so we won't be hosting one. It was suggested that Chuck Thompson might chair an "angels" group to raise funds for those members who can't attend for financial reasons. [Update: Chuck will not do this.] Our general plan: (1) rehearsal on Friday afternoon (before quartet semifinals) or evening (after quartet semifinals), (2) perform on Saturday morning (we don't know what time yet), (3) free lunch for Peninsulaires paid by the chapter, and (4) judges' evaluations.

New member: We voted to accept David Braunstein as a new member.

Holiday Chorus: If we can get a portable sound system, we will perform for the Holiday Train. Bert will arrange getting us scheduled with Caltrain.

Procedure for choosing new music: Director and Music Team are responsible. Individual members may choose not to participate in the performance of a song. Anyone who has issues with a recently-introduced song should talk with the Music and Performance VP.

Nominating Committee: Jim Sherman, Chuck Thompson, Dave Morley

The meeting adjourned at 12:45pm.
