

Minutes January 9, 2016

**Final version approved by the board February 6, 2016**

Palo Alto - Mountain View Chapter of the Barbershop Harmony Society

Minutes of the Board of Directors' Planning Meeting, 10:00 AM on January 9, 2016, at John Hinkle's office, 2007 West Hedding St., San Jose, CA.

**Attendance:**

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

The meeting was called to order by the President at 12:47 PM.

**Strategic Plan Review**

Sean led a discussion of the Strategic Plan. The plan is a five-year plan that is to be updated each year. He will update the plan to reflect progress made in the last year.

**Budget Presentation and Discussion**

The chapter lost \$2532 last year (income minus expenses). We have approximately \$6500 in the bank, which is the minimum that Dave Morley says we need to exist. The portion of dues that goes to the chapter is \$45 and has not been raised for 8 years. John Wanless suggested that dues should cover reasonable expenses for the chapter activities.

It was noted that income from performance fees is much lower than in previous years, and we don't have a designated person to sell our performances.

**@@ Action Item:** By the next board meeting, the nominating committee of last year (Jim Sherman and Dave Morley) will identify a Director of Sales that President John Hinkle can appoint. This job is to sell more chorus performances.

The grant-writing activity is currently stalled.

**@@ Action Item:** By the next board meeting, the nominating committee of last year (Jim Sherman and Dave Morley) will identify a person to write grant proposals for the chapter.

There was a discussion of a matching grant that John Hinkle has identified and will follow up on.

Uniform costs will be approximately \$80; each chapter member will be responsible for ordering and paying for their own uniform upgrade. New member costs were discussed but not firmed up.

**@@ Action Item:** By the end of January, the uniform committee will decide on the uniform. Chapter members who want to participate in the choice should contact Dave K.

## **VP GOALS AND STRATEGIES**

### **Music VP Report**

The music performance improvement activities from the Strategic Plan were discussed. It may be possible to create video choreo learning tracks. A quartet coaching day was discussed, as well as providing more quartet experience to newer chapter members.

### **Chapter Development VP Report**

A substantial planning report was provided. Andy Maurer announced his intention to resign as VP in July or August. In the meantime, he wants to improve the conversion of Voice Clinic attendees to members.

There was discussion of how to use social media effectively.

### **Marketing VP Report**

A substantial planning report was provided. One possible activity is a blanket mailing to nearby neighborhoods.

### **Program Report**

In addition to staffing the position of Chorus Manager, John W will be implementing a monthly email to members about upcoming events.

A motion was passed to increase the chapter dues from \$45 to \$60 effective as soon as it can be implemented with the Society, and to no longer divert a portion of the chapter dues to the uniform fund.

The meeting adjourned at 3:50pm.

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