

Palo Alto – Mountain View Chapter of the Barbershop Harmony Society

Minutes of the Board Planning Meeting for 2011, 12:30 PM on December 11, 2010 at Dave Kocharhook's Office, 4320 Steven's Creek Blvd, Suite 171, San Jose, CA

Attendance:

President Dave Kocharhook, Program Vice President Gary Miller, Secretary Jordan Makower, Director Steve Sammonds, Music Vice President Chuck Mollett, Membership Vice President Colin D'Souza, Treasurer Dave Morley, Past President Terry Moore, Member-at-Large Paul Eastman, Marketing Vice President John Heather, Incoming Membership Vice President for 2011 John Hinkle, Incoming Secretary for 2011 Ian Marshall, Chapter Member Bert Laurence

Review of chapter vision, mission statement, and objectives

There was a discussion about amending the current vision, mission statement and objectives for the chapter

Vision Statement:

Dave Kocharhook has committed rewrite the vision statement based on board's suggestions, then re-submit to board and January chapter meeting.

Mission Statement:

Dave K. committed to edit the current mission statement according to the board's input suggestions, then re-submit to board and January chapter meeting.

Objectives:

Dave K. committed to modify objectives 1, 3, 4, 5, 7 based on board's input, then re-submit to board and January chapter meeting.

Review calendar for the year

No objections to the proposed calendar from Steve Sammonds were raised.

It was agreed that the website calendar should include board meetings, chapter meetings, and all performances. The calendar can accommodate both public and chapter-only items.

Review CACM Strategy

A discussion of CACM (Compellingly Attractive Chapter Meetings) strategy took place, with a general acknowledgment that our current implementation is insufficient and agreement that the strategy needs to be more fully implemented in future.

Departmental plans

Chapter Development

Incoming Chapter Development VP John Hinkle presented the 2011 Chapter Development Plan. Several suggestions were made to John that he will include in an updated plan. The chapter development plan will be made available to the membership through the website.

Music Plan

The budget for the year was presented. A suggestion was made to obtain reimbursement of 50% of coach travel expenses for music team budget.

Marketing Plan

No written marketing plan was submitted. A discussion took place and there was general consensus that the marketing department should focus on publicizing major performances to the general public, marketing for membership, marketing for booking new performances, and public relations with local newspapers.

Program Plan

Gary Miller presented his submitted Program Planning 2011 document.

Meeting adjourned at 3:20pm.