

Minutes December 10, 2016

Final version approved by the board January 14, 2016

Palo Alto - Mountain View Chapter of the Barbershop Harmony Society

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

Attendance:

President John Hinkle, Secretary Bill Faught, Treasurer Dave Morley, VP Music Terry Moore, VP Marketing Jeff Harris, VP Program John Wanless, Past President Dave Kocharhook, Member-at-Large Jim Sherman, Member-at-Large Nigel Endersby, Director Sean Abel, VP Development Addison Snell, Chapter member Bert Lawrence, Chapter member Bob Howd, Chapter member Mark Tabry.

The meeting was called to order by the President at 10:00 AM.

Approval of the Minutes

Minutes from the previous board meeting on November 5, 2016, were approved without change.

Reports

Treasurer's Report

The Cabaret profit was very good. We will end the year 2016 with about \$11,500 in the bank, having started the beginning of 2016 with \$6,500 in the bank.

Music VP Report

Report submitted.

Chapter Development VP Report

Membership is trending up. There was a discussion of various former members that could be invited to return. The old data from past Voice Clinics could also be used for recruitment.

Marketing VP Report

Valentine flyers are done. Digital ads will start after the first of the year.

Program Report

Report unchanged from last month.

The reports were accepted by a unanimous vote.

Old Business

2016 Cabaret Show

The show profit was great. We received many compliments on the shows.

A few things that detracted from the audience experience at the dinner show: The lasagna service was chaotic. We didn't provide free water.

Various data questions arose: What was the profit for each show? When were tickets sold (e.g. the number of tickets sold on each of the 30 days before the show)? How do this year's expenses and profits compare to previous years?

2017 Spring Show 2017

Addison is working on a script. The show is on April 22, 2017, at San Jose City College. Instead of a single headliner barbershop quartet, we may pursue having several "tech" (from local computer companies) a capella groups.

Grant Writing

We were not selected to receive a grant for our grant proposal. We may explore crowd-funding, or a limited donor program.

New Business

Quartet Gig Policy

John Wanless presented his writeup of a policy for quartet gigs that come through the chapter. In the discussion, subjects covered were the fiscal responsibility of a quartet to the chapter, approving quartets to do gigs and thereby represent the chapter, and transparency of the quartet-assigning process. John will work with several people to produce another draft of the policy.

Gut Check Survey

The attendees of the meeting answered the questions posed by the Society's latest "Gut Check" survey. Bill Faught will submit the answers electronically.

Table at Farmer's Market

Bob Howd brought a member suggestion to have a table with our literature at the Farmer's Market singout. Bob will make it happen.

Next Board Meeting

The next board meeting will be Saturday, January 7, 2017.

The meeting adjourned at 11:50pm with the good of the chapter.

Minutes December 10, 2016

Draft Version

Palo Alto - Mountain View Chapter of the Barbershop Harmony Society

Minutes of the annual Planning Meeting, 12:30 PM on December 10, 2016, at John Hinkle's office, 2007 West Hedding St., San Jose, CA.

Attendance:

President John Hinkle, Secretary Bill Faught, Treasurer Dave Morley, VP Music Terry Moore, VP Marketing Jeff Harris, VP Program John Wanless, Past President Dave Kocharhook, Member-at-Large Jim Sherman, Member-at-Large Nigel Endersby, Director Sean Abel, VP Development Addison Snell, Chapter member Bert Lawrence, Chapter member Bob Howd, Chapter member Mark Tabry.

The meeting was called to order by the incoming President Jim Sherman at 12:30 PM.

2017 Focus: Membership, Financial Stability, and Quartet Promotion

Jim Sherman gave a brief statement about his three themes for the board to focus on this year: membership, financial stability, and quartet promotion.

Strategic Plan Review

There was a very brief discussion of the strategic plan.

Budget Presentation and Discussion

The meat of the planning meeting discussion was about finances. Based on input from past years and incoming board members plans for next year, Dave Morley produced a strawman budget that would produce a \$5400 loss for 2017.

As was mentioned in the board meeting, we will end the year 2016 with about \$11,500 in the bank, having started the beginning of 2016 with \$6,500 in the bank.

The discussion then moved on to VP budgets.

VP GOALS AND STRATEGIES

Music VP Report

Dave K presented the proposed Music budget and activities plan. Discussion ranged around the fact that the Music budget is 80% of the total chapter budget, that coaching is a large part of the Music budget, and that as a music organization we should be spending a large part of our budget on music.

Jim Sherman proposed that the Music budget be smaller, to be discussed later in the meeting.

Chapter Development VP Report

Addison presented the proposed Development/Membership budget and activities plan. The budget was tiny compared to the Music budget. The major expense is for the Vocal Clinic.

Addison also described various activities aimed at recruiting:

1. Follow up on previous Voice Clinic attendees
2. Street quarteting
3. Flash mob singing in a public space
4. The Voice Clinic
5. Designating one Thursday each month to be special for invitees
6. Having an email-able information packet to send to prospects
7. Adding our quartets to existing community events to leverage their marketing
8. Singing tags – each chapter member to know 3 tags
9. Youth outreach

Marketing VP Report

Jeff Harris presented the proposed Marketing budget and activities plan. His budget showed small amounts of expenditures in lots of different categories.

Discussion topics were about utilizing social media, advertising in other chorus' playbills and on public transit, and using QR (Quick Response) codes in our advertising.

Program VP Report

John Wanless knew of no budget expenses for Program activities next year.

Budget Reprise

Jim Sherman led a summary discussion of the budget. The following actions ensued:

1. Dave Morley will revise his strawman budget based on input received at the meeting.
2. The Music budget will be reduced to approximately \$11,000, based on Dave Morley's budget.
3. A motion was passed to ask each active chapter member to make a tax-deductible donation of \$10 per month (\$120 per year) to enhance the chapter income.

NEW INITIATIVES

Risers

There was a brief discussion of getting new risers. New risers cost about \$10,000. They would greatly simplify the setup and teardown of the risers every week. A suggestion was made to sell individual steps to raise money.

The meeting adjourned at 2:28pm.