

Minutes approved by the Board on January 7, 2012

Palo Alto – Mountain View Chapter of the Barbershop Harmony Society

Minutes of the Board of Directors' Annual Planning Meeting for 2012, 11:00AM on December 10, 2011 at Dave Kocharhook's Office, 4320 Stevens Creek Blvd, Suite 171, San Jose, CA

Attendance:

Outgoing President Dave Kocharhook, Secretary Ian Marshall, Program Vice-President Gary Miller, Director Steve Sammonds, Incoming President Chuck Mollett, Incoming Marketing VP Nigel Endersby, Member-at-Large Paul Eastman, Incoming Member-at-Large Jeff Harris, Music Vice-President Terry Moore, Outgoing Immediate Past President Mark Torrance, Outgoing Marketing Vice-President John Heather, Chapter Development Vice-President John Hinkle

The meeting was called to order by President-Elect Chuck Mollett at 11:00 AM.

Mailing List

A discussion surrounding the Peninsulaires bulk mailing list and procedures took place, with concerns raised that the present list of approximately 2800 addresses was poorly targeted and resulted in few show ticket or singing Valentines sales. John Heather will head a committee including Mark Torrance, Dave Morley, Mike Irvin, and Nigel Endersby to determine the best way to reduce our mailing list size and make our mail marketing more effective.

Board Meetings in 2012

It was decided to continuing having board meetings on the morning of the first Saturday of each month unless circumstances force the date to be moved. Meetings will take place at 10AM at John Hinkle's office, Suite 100, 2007 West Hedding St., San Jose. The first meeting of 2012 will take place on Saturday, January 7.

Budget

Treasurer Dave Morley will prepare a draft 2012 budget for discussion at the first board meeting of 2012.

Chapter Development

The need for a chapter development advertising budget was mentioned.

Activities

The goal of one performance or contest per month was reiterated. Planned activities for 2012 presently include:

- Installation Dinner and Awards Night – January 7
- Spring (Division) Convention – April 14
- Valentine's Day Singing – February 14
- Voice Clinic – date as yet undetermined, but only one clinic for 2012
- Spring Show – May 6

- Fall (District) Convention – October 13
- Cabaret Show and Ice Cream Social – date as yet undetermined
- Local Singouts (dates undetermined)
- Fundraiser for the National Association of Realtors (date undetermined)
- Saturday Workshops (dates undetermined)

CACM (Compellingly Attractive Chapter Meetings)

Paul Eastman will act as “meeting scripter” for CACM starting in 2012.

Uniforms

The uniform committee has opted to stay with current provider Eli Thomas for now due to the extra services they provide in storing and fitting uniforms for men.

Membership

The present goal is to increase chapter membership by 20% each year, this goal was nearly reached for 2011 and will remain in place for 2012. The mission statement outlining this goal will be put on Groupanizer by Ian Marshall.

Management Roles

The need for a show producer/stage manager role was mentioned.

New Software Training

There are still some men lacking training in the use of Groupanizer. Ian Marshall will update and re-distribute the manual, Dave Kocharhook will set up an internet-connected laptop at rehearsals for men who would like to be shown how to do something, and another live demonstration will take place at a Saturday workshop.

Other Items

Plan for Mesa (Phoenix) Convention in Fall 2012

A general discussion took place on ways to improve music quality ahead of this contest, including the “trio system” involving groups of three men supporting one another for learning music, having section leaders listen more attentively for men who need help with parts of songs, and spending less time during rehearsals in performance configuration as this is not necessarily the most effective way to learn.

The importance of promoting the entire convention experience to the chapter membership, rather than just the contest set, was emphasized during discussions.