

Final version of the minutes approved by the board January 5, 2013

**Palo Alto - Mountain View Chapter of the Barbershop Harmony Society**

Minutes of the Board of Directors' Planning Meeting, 1 PMM on December 8, 2012 at John Hinkle's office, 2007 West Hedding St., San Jose, CA.

**Attendance:**

President Chuck Mollett, Chapter Development VP John Hinkle, Secretary Bill Fought, Treasurer Dave Morley, Marketing VP Nigel Endersby, Music VP Terry Moore, Immediate Past President Dave Kocharhook, Chapter Member Roman Avila, Chapter Member John Heather.

The meeting was called to order by the President at 1:00 PM.

**Budget**

Most of the meeting was spent creating a 2013 budget, using the 2012 budget as a base. The preliminary numbers show a \$1000 loss for 2013.

Both Marketing and Development were given a budget for general promotion materials.

We seem to sell approximately 250 tickets for our shows, year after year.

We expect to sell more Valentines in 2013, and make more money due to the increase in price from last year.

There was a long discussion about the budget shortfall.

**Marketing**

The singer's clinic was heavily promoted and had a huge turnout.

An attempt will be made to stay in touch with friends of the chorus (past members, past concert attendees, etc).

**Development**

A long discussion ensued with a consensus that the singers' clinics are our best recruitment tool.

Retention is still an issue, especially how to make our chapter meetings more positive and friendly, and the non-riser parts more productive.

**Groupanizer**

Chuck Mollett said a large set of members are not using Groupanizer. We intend to do another training/familiarization session this year.

**Calendar**

No calendar was produced but inputs will be from board meetings, performances, chapter meetings, target dates for release of new music.

Several upcoming performances are listed in the Music VP Report.

Meeting adjourned at 3:40 pm.