

Minutes February 8, 2014

Final version approved by the board March 1, 2014

Palo Alto - Mountain View Chapter of the Barbershop Harmony Society

Minutes of the Board of Directors' Monthly Meeting, 10:00 AM on February 8, 2014 at John Hinkle's office, 2007 West Hedding St., San Jose, CA.

Attendance:

President Jim Sherman, Secretary Bill Faught, Treasurer Dave Morley, Past President Dave Kocharhook, VP Marketing Nigel Endersby, Member-at-Large Jeff Harris, VP Development Andy Maurer, VP Music Terry Moore.

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

Approval of the Minutes

Minutes from the previous board meeting on January 4, 2014, were approved without change.

Reports

Treasurer's Report

The installation dinner usually makes a slight profit, which helps defray the costs of the awards. The Board intends to approve an annual budget at the March meeting.

Music VP Report

The list of tunes for newer members to learn first was appreciated.

Dave Morley discussed the baritone sectionals that have occurred over the past several weeks. The plan for working on baritones' knowledge of words and notes has been problematic and will be modified. The goal is for singers not to sing the wrong notes; this includes permission for singers to just mouth parts of songs they are not able to sing correctly.

Chapter Development VP Report

There was a discussion a mentor program for guests and new members to help them stay connected with the chorus. Andy is still developing this program.

The Voice Clinic discussion is described below.

Marketing VP Report

There was a discussion about the videos that Marc Potter has produced and how members should send them out to promote Valentines sales. There was a general consensus that the videos are working, partly because their lack of polish makes the speakers come across as genuine.

Program VP Report

There was no discussion.

A motion to accept the reports was approved without dissent.

Old Business

Social Media update – We need to recruit a chorus member to take charge of this effort, reporting to Nigel. In addition to Valentine and show sales, we want to promote recruitment through the media.

2014 Budget Update – See above under Treasurer's Report.

Singing Valentines update – We have sold 42 Valentines to date and estimate we will sell 55-60 total. We have 5 quartets delivering. John Hinkle has sold 9 Valentines!

2014 Spring Show Update – Lots of key positions have been filled.

Show Budget – The board decided on a \$25 ticket price, no early discounts, with reserved (as opposed to open) seating. We will look into whether a ticket buyer will be able to select seats.

Program Advertising – Various schemes were discussed. Nigel said he wanted "more bang for the buck." – that is, for all the work we do setting up ads in the program, we should be charging more. Last year's program had no quarter page ads, so we are dropping them. The pricing for this year is \$65 for a half page ad, \$100 for a full page add, more for the cover pages.

Outside Talent – We are pursuing an additional performing group, currently Vocal Rush (a group of about 17 high school students from Oakland).

Sunnyvale Rehearsal Location (Dave K) – Postponed.

Installation Banquet Review – The comments were generally positive, except we could use a PA system to overcome the kitchen noise during the program.

New Business

2014 Cabaret Show – No date has been set, no venue has been secured. The goal is to have the show closer to our rehearsal location in Sunnyvale.

Review Jim Clark's visitation rehearsal – It went well. There was a discussion about how to obtain more coaches' time, and how we could give coaches input on our capabilities before their visit.

Voice Clinic May 2014 (Andy) – The Voice Clinic has three goals: (1) to provide music education to the community as a community service, (2) to familiarize the community with our chorus, thereby promoting show attendance, (3) to recruit new members. One criticism of previous clinics is that there was not enough time for individual work. To address that problem, we are trying to reduce the number of students by limiting the next clinic to males only. Andy will contact Paul to see if we should do 5 or 6 sessions.

Quartet time on Tuesday night – No discussion.

July Board Meeting date – The July board meeting will be the second Saturday, July 12.

Resignation – A motion was passed to accept the resignation of Artistic Director Steve Sammonds per his resignation letter dated January 28, 2014. His letter states that the effective resignation date will be May 18, 2014, and that he is willing to work with the chorus after that if a replacement has not been found.

The meeting was adjourned with the Good of the Chapter at 11:58.