

Minutes March 1, 2014

**Final version approved by the board April 5, 2014**

Palo Alto - Mountain View Chapter of the Barbershop Harmony Society

Minutes of the Board of Directors' Monthly Meeting, 10:00 AM on March 1, 2014 at John Hinkle's office, 2007 West Hedding St., San Jose, CA.

**Attendance:**

President Jim Sherman, VP Marketing Nigel Endersby, Member-at-Large Jeff Harris, VP Development Andy Maurer, VP Music Terry Moore, Program VP Bert Laurence.

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

**Approval of the Minutes**

Minutes from the previous board meeting on February 8, 2014, were approved without change.

**Reports**

**Treasurer's Report**

A unanimous motion accepted the 2104 budget. A brief discussion was had discussing what the "Charitable" income classification meant, which is charitable donations received by the chapter from members of the chapter or community at large. The discrepancy between the profit from the show in the chapter budget versus the show's budget was mentioned, with the chapter budget having a much more conservative estimate of profit from the spring show. The show's budget has some aggressive estimates for revenues that haven't been backed up by previous performances, so the budget has taken a more conservative approach.

**Music VP Report**

Music and Performances asked the board if there were any concerns people had. A brief discussion was had about the Baritone section and attendance numbers. It was mentioned that we need to set riser placements for the show, which was stated to be ready for the following meeting.

A detailed discussion was had about music learning methodology. It was suggested that we chunk up the learning tracks and have people work on specific sections instead of the whole song. It was also mentioned that we need to get people to do more work on music outside of the weekly meetings, but no action items came out of this discussion.

**Chapter Development VP Report**

The status of our one current guest, Ray, was asked about. Chapter Development stated that they are gently pushing Ray towards becoming a member, but that Ray has some personal issues right now that are interfering with his ability to regularly attend the Tuesday night meetings.

It was suggested that we go back through our logs and try to encourage old guests that haven't shown up in months to return to the meetings. Chapter Development will follow up on this idea.

At this point, the discussion segued into the previous action item of moving our meetings to a temporary location in a more public venue. It was stated that the current potential location is not viable due to lacking infrastructure. At this point, this particular action item was tabled.

At this point a multitude of ideas for community engagement were discussed. The idea Chapter Development mentioned a few months back of having quartets sing at the Captain America movie opening night was mentioned. Chanticleer, a men's a cappella chorus from San Francisco, is having a concert at the church on the Stanford campus. It was mentioned that places do Messiah during the spring, and that these performances would be good places for nearby sing-outs. The Main Street Singers, and other high school choruses, were mentioned.

Further discussion was had about the Chanticleer performance. It was decided that Marketing should follow up with the organizers of that performance to see if it would be possible for us to place an advertisement in their playbill. Marketing is going to get more details and report back to the board.

During this discussion, it was mentioned that Marketing should really have a budget for marketing that happens outside of our shows. Placing an advertisement in the Chanticleer performance's playbill was used as a primary example of this type of expenditure.

### **Marketing VP Report**

It was stated that we still do not have anyone appointed to lead our social media campaign. Nigel and Dave K have been running the campaign in the interim. It was stated that we got at least one Valentine order from our social media campaign that we would not have gotten without the social media campaign.

Usage of the videos produced by Marc Potter was discussed next. It was stated that we need to get more of the chorus to utilize the videos once they are produced. The board then discussed the idea of creating more videos, this time containing performances of the chapter. The multitude of related rights issues were discussed. It was stated that for the videos to be truly effective, we need better visual performances from our members. We considered using videos from our contest performances, but those have further rights issues. Marketing will begin doing research into exactly what is necessary if we are to create videos of our performances for advertising purposes.

Marketing inquired about printing new generic business cards for the chapter. A few examples of existing business cards were produced. Marketing is going to follow up on creating a new generic business card for chapter use.

## **Program VP Report**

There was no discussion.

A motion to accept the reports was approved without dissent.

## **Old Business**

### **2014 Spring Show Update**

It was mentioned that there is a box office in the theater that can be used for the show. It wasn't used for last year's show.

There is an additional \$350 charge to rent a room for Vocal Rush that hadn't been previously budgeted. It was discussed, and we determined it was necessary for their group to have the room.

Mailers for the show will be ready next week.

It was stated that we need to have a targeted marketing push if we are going to see any benefits from signing on Vocal Rush to the show. Nearby high schools and colleges were mentioned as a good target for the marketing. Marketing is aware of this and is working on it.

It was stated that Vocal Rush is a risky group to sign on for our show. Our current audience may not like their style of music. It was determined that the risk was worth taking, because we need to try to appeal to a younger crowd.

Advertisements for the program were discussed. It is necessary to get more of our members involved in selling ads, and it was stated that the board needs to set an example in this regard.

Quartets performing in the show were discussed. It was stated that the quartets need to have a minimum quality of performance.

Appreciation for how early Dave is working through all the details of the show was expressed.

The afterglow for the show is happening at Harry's Hofbrau.

## **Vocal Clinic**

A debate as to the purpose of the Vocal Clinic occurred. Music and Performance believes that the primary purpose of the Vocal Clinic is to teach people that are interested in singing to sing well. The Barbershop Harmony Society is an educational organization, not just an entertainment organization, and this purpose for the Vocal Clinic pursues that goal. Chapter Development and Program believe that the primary purpose of the Vocal Clinic is to get people interested in singing. It is important to make sure

that people have fun with singing to increase our participation in the community. In the end, it was decided that Music and Performance's purpose is the one we'll be pursuing for the Vocal Clinic. Chapter Development stated a belief that there needs to be another program that encourages people to become invested in singing. Chapter Development will pursue that idea.

Attendance targets for the clinic were discussed. We stated that we are only looking for men, because that is the target market that the coaching staff are comfortable with coaching. We are looking for about 40 men to sign up, expecting that that will lead to about 30 men attending the clinic. Pre-screening applicants to the clinic was discussed, but it was decided that it wasn't necessary.

Alterations to the program of the Vocal Clinic were discussed. It was suggested that the Peninsulaires should sing the song the Clinic is working on with the clinic attendees as the audience. More emphasis should be placed on encouraging attendees to stay at the meeting after the break and either watching our rehearsal or participating if they are comfortable.

Marketing for the Vocal Clinic was discussed. It was determined that the number of people we want to sign up is about the same as the number of people that signed up for the previous clinic, so a similar marketing push is probably necessary. Marketing is aware of this and is pursuing it.

### **Director Search**

It was stated that we may need to change our rehearsal night to accommodate our new director. The board is more willing to change the rehearsal night than to accept a potential director who isn't an experienced Barbershopper.

Conversations with the different potential directors are going to start within the month. The board would like to have potential directors start attending meetings sooner rather than later.

Methods to improve the quality of the chorus were discussed. There is a need to convince people to sing better, with last meeting's personal tapings being given as an example. Removing underperforming members was discussed. It is a great risk, because it could potentially lead to complete chapter collapse, but it has a potentially great reward, both in increasing the satisfaction of current members and attracting new members because of our increased capabilities.

### **New Business**

#### **Committee Interaction**

It was stated that committees need to work together to solve problems outside of the board meeting. Detailed discussion is usually beyond the scope of the board meeting, and should be worked through at a different time. Adding more public performances was given as an example topic that should be discussed outside of the board meeting.

### **Quartet time on Tuesday night**

Program expressed a belief that quartet time didn't feel very useful. Participation is low, and it often times feels like the quality of the singing devolves into gang singing. The purposes of quartet time were stated: quartet time increases self-confidence in a member's singing ability. Quartet time is useful for coaching to help determine exactly how capable each individual member is with the song. Quartet time also provides negative incentives to encourage learning to prevent embarrassment.

Suggestions were made to improve the usefulness of quartet time. In setups where we break up into quartets, we should seed good singers with bad singers so the good singers can assist the bad ones. We could also have a 5th person go with each quartet to act as a coach.

The meeting was adjourned with the Good of the Chapter at 12:30pm.

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