

Minutes October 4, 2014

**Final version approved by the board November 1, 2014**

Palo Alto - Mountain View Chapter of the Barbershop Harmony Society

Minutes of the Board of Directors' Monthly Meeting, 10:00 AM on October 4, 2014, at John Hinkle's office, 2007 West Hedding St., San Jose, CA.

**Attendance:**

President Jim Sherman, Secretary Bill Faught, Member-at-Large Jeff Harris, VP Development Andy Maurer, VP Music Terry Moore, Program VP Bert Laurence, Member-at-Large John Hinkle, Coach Paul Eastman, Director Sean Abel, VP Marketing Nigel Endersby, Past President Dave Kocharhook.

The meeting was called to order by the President at 10:06 AM.

**Approval of the Minutes**

Minutes from the previous board meeting on September 6, 2014, were approved without change.

**Reports**

**Treasurer's Report**

It was noted that Valentines are our major source of revenue.

**Music VP Report**

The music committee did not meet since the last board meeting. There will be six quartets performing at Cabaret, an indication that quarteting is alive and well in the chapter.

**Chapter Development VP Report**

The October 16 meeting will be at Cubberley.

**Marketing VP Report**

Dave K already has business cards, so there will not be another printing of them at this time.

**Program VP Report**

There is a new source of award plaques. There will be an email this week about the contest and our chapter meeting at Cubberley on October 16.

A motion to accept the reports was approved without dissent.

## **Old Business**

### **2014 Cabaret Show 11/15**

Sean may have a photographer for the Cabaret show to take pictures of the chorus and quartets.

The show order is done and Sean described it in detail. The program is 1:50 hours long. Quartets will wander and sing while the crowds assemble.

Paul Goldstein is marketing to senior centers. There will be a discount for senior centers for 10 tickets or more. This will be the only discount.

### **2015 Annual Show**

We will have a single show. When we can sell more tickets and overfill a theater we will consider having 2 shows.

Bert suggested we have a “travelling show” – a mini show we could do when we give public performances like Channing House.

## **Chapter Name Change**

We had a 15-minute discussion which reviewed some facts and opinions that were already stated in various emails over the past month:

- a. It is a lot of work to change the official name from “The Palo Alto/Mountain View chapter” to something else, and it has almost no impact on any marketing. Most major choruses are known by their marketed names and few people know their official society names.
- b. “The Peninsulaires” is considered to be a great name, and we don’t want to change it.
- c. We can have more than one doing-business-as (DBA).
- d. Several guys lobbied for how useful it would be to latch on to a name/DBA with “Silicon Valley” in it.
- e. A committee consisting of Jeff, Dave K, and Bert will decide on a name to be used in a DBA and present it to the board at the November meeting. They may also suggest how it be used in marketing.

## **Thank you Steve/Sendoff Party Thursday 10/9**

Plans for this were finalized.

## **Who can sing in the Holiday Chorus**

At the chapter meetings of 10/23, 10/30, 11/6, and 11/20 we will be working on the Holiday repertoire. We will be inviting guests to sing with us at those meetings so they can sing with the Holiday chorus. The Holiday songs will be rehearsed during the first part of the meeting.

Andy will be inviting past attendees of the Vocal Clinic who can carry a tune to participate.

### **New Business**

#### **Barbershopper of the Quarter (3<sup>rd</sup> qtr)**

Jim Sherman was selected. (Act surprised!)

#### **Website and Facebook (Jeff)**

Jeff has implemented an extensive Facebook page for the chorus. He sent out links this past month and solicited feedback.

Both the Facebook page and the website will be maintained with mostly the same information.

#### **Marketing and Pricing for 2015 (Jeff)**

After some discussion, the board confirmed a price of \$75 for Valentines, with a \$5 discount up until January 15. Customers can call for extra services, e.g. more songs, more flowers.

A suggestion was made to have Paul Goldstein sell Valentines packages (e.g. a quartet singing multiple songs) to the same senior centers he is selling to for Cabaret.

#### **TV Promo KMVT (Dave K)**

Dave K presented an opportunity for the chorus to be video-taped for a show. The taping would be on Friday, November 21, from 6-8pm in Mountain View. The board gave Dave the go-ahead to make it happen if we can get enough chorus guys to sign up.

#### **Mtn View Christmas Tree Lighting 12/8/14 (Terry M)**

Terry was given the go-ahead to make this happen.

The meeting was adjourned with the Good of the Chapter at 12:00 PM.

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