

ST. CROIX VALLEY CHAPTER BOARD MEETING MINUTES

6:00 p.m. Tuesday, February 10, 2009
St. Paul Lutheran Church, Stillwater, MN

Members present - Mac Barlass, Roger Bosmoe, Adam Blegen, Dennis Garner, Ron House, Dick Kelm, Louis Nosan, Don Paulson, Warren Wilson, and Jerry Herbst

Members absent - Judd Orff, Tyler Smith

1. Meeting called to order by Roger Bosmoe at 6:03 pm with song, *Let Me Call You Sweet Heart*

Approval of minutes

Moved/Don Paulson, Second/Adam Blegen, Motion Carried to approve the minutes of the January 13, 2009 meeting

Receive Treasurer's Report

The current funds balance is negative \$1600.

Christmas CD funds were moved into a 6 months CD paying 2.5%.

The treasurer's report was missing a page so a motion to receive it was tabled until the March board meeting.

2. Officer Status Reports

President - Roger

Roger has received input from several chapter members regarding chorus likes and dislikes, and has encouraged more comments.

Written report accepted.

Secretary - Jerry

Written report accepted.

Chorus Manager - Tyler

Written report accepted.

Marketing & PR - Mac

Mac has proposed to provide logo water bottle holders for chorus members. They cost \$3.50 each and members would pay half. Mac is seeking board member input.

Short information sheets were passed out by Mac which contain tips members can use to recruit new members. The board approved its use without a motion.

Mac has proposed using Craigslist to advertise singing valentines in the future.

Mac is proposing to have chorus members bring copies of The Harmonizer magazine to be distributed in doctors', dentists' and business offices.

Mac plans to send a letter of thanks to Woody's for the Christmas party. Written report accepted.

Chapter Development - Adam

Membership forms were sent to the BHS for two new chorus members. Adam briefly reviewed the Auditions for Admissions program. A document describing the program is included with officer status reports attached to these minutes.

Written report accepted.

Music & Performance - Judd

Written report accepted.

Youth in Harmony - Warren

The 2009 Youth in Harmony Festival was a success, with 101 young people participating. Ninety four returned from last year.

A \$1000 grant will be awarded to the 2010 YIH festival by the St. Croix Valley Community Foundation.

Warren commented on the "Storm Front" concert planned for River Falls. The Wisconsin Singers (4th place finishers) plan to sing in the concert.

Written report accepted.

Board Members At Large - Dick & Louis

No written report

3. Committee Reports.

Singing Valentines

Tyler wasn't available to give a report. Dick Kelm commented that the program is progressing well. Sales have been good, but perhaps not as strong.

Division Contests - Judd & Tyler

Judd and Tyler will begin forming committees of chorus members for the March contests.

A CJ-20 contest entry form has been approved.

Blood Drive - Mac & Tyler

Mac and Tyler are organizing the blood drive scheduled to be held on March 9th at the Stillwater Elks.

4. Old Business

Directors Contract

A \$200 bonus for Matt was approved by the board at the January meeting. A check is to be issued.

2009 Budget

Don has worked up the 2009 chapter budget which comes to \$28,042. He requests that board members look it over and be prepared to approve the budget at the March meeting.

5. New Business

Kids Against Hunger Program - Jerry & Mac

The Kids Against Hunger meal packing program will be held Feb. 20 - 28th at the Trinity Lutheran Church Croix Center building located west of the church. Shifts are scheduled from 2 PM to 10 PM. The organizers are asking for a \$20 donation from church members and a \$50 donation from non members.

Moved/Mac Barlass, Second/Warren Wilson, Motion Carried that we have our chapter support the Kids Against Hunger program and that we ask our members to work at the meal packing event.

Mac suggested working an afternoon shift for retired men and an evening shift for working men. Jerry suggested we work with Chuck Newman to set up payment terms and work schedule.

Joe Barbershopper Class/Bloomington - Mac & Tyler

Tyler has put out a sign-up sheet for the Joe Barbershopper course being taught by Bruce Odell in Blooming. There is no fee except for lunch. Chorus attendance is highly encouraged

Approve Two New Members

Moved/Dennis Garner, Second/Adam Blegen, Motion carried to approve Mark S. Bergland and Timothy L. Solie as new members of the chapter.

Discuss Arts/Space Project.

Jerry reviewed the Arts/Space project which is a program to develop space for performing and fine arts groups in the Stillwater area. Artspace Projects, Inc., a Minneapolis, non profit real estate developer is conducting a study of space needs by interviewing about twenty art groups in the Stillwater area. Mac Barlass, Tyler Smith, and Jerry Herbst represented our chapter at an interview meeting on Jan. 29th. Artspace will present their recommendations once the study is completed.

More details of the program are given in the attached Arts Space report.

No board action is needed. The board will be appraised once study results are issued.

6. Adjourn

Moved/Warren Wilson, Second/Ron House, Motion Carried to adjourn the meeting.

The meeting was adjourned at 6:57 PM.

The next meeting will be held on March 10, 2009 at St. Paul Lutheran Church, Stillwater, MN.

Respectfully Submitted,
Jerry Herbst, Secretary
February 11, 2009

President's Report for February 10, 2009 Board Meeting

This is only the second month and I am impressed with everything that each board member has to accomplish to keep our chapter running smoothly.

I did ask for a list of likes and dislikes from each board member and I encourage your comments. A couple comments I received; More coordination for our Chapter Quartets, More involvement of spouses/partners, and develop an officer handbook. Maybe we can discuss these.

I am excited about our 2 new members and as board members, we need to set the example and each of us should invite at least one guest. Wouldn't it be great to have 10 new men on stage this fall?

Chorus Manager Report for February 10, 2009 Board Meeting

Recent Accomplishments:

Acquired the learning tracks for Ob La Di Ob La Da, put them on our website and made part specific CD's for all members.

Current Plans:

I am the coordinator for the Singing Valentines with Dick Kelm serving as the East Bank contact. I have made available the "around the neck hangers", business cards and request envelopes on Tuesday nights to promote our valentines advertising. Dick Kelm has acquired a lot of advertising in various publications in our area of coverage. We have a total of 6 quartets providing Singing valentines on both Friday & Saturday.

Our next performance is at Woodbury Central Park on Sunday afternoon, March 22, 2009.

We are hosting the 10,000 Lakes/Southwest Division Chorus & Quartet Contest on March 27 & 28, 2009. The quartet contest will be held at Trinity Lutheran Church on Friday night and the chorus contest at the Stillwater Junior High School in Stillwater on Saturday. Judd Orff is the Contest Chairman. GNU will be singing just for score and evaluations and are providing their risers. It looks like we will have good participation from choruses & quartets in both divisions.

Our Annual Spring Show is scheduled for April 18, 2009, at the Stillwater Area Senior High School. Jerry Herbst is the Show Chairman. Our "headliner" quartet is Vocal Spectrum from the St. Louis, MO. Area, and our second quartet is our own Talk Of The Town, plus a few chapter quartets.

Our Singing For Life Blood Drive is scheduled for Saturday, May 9th at the Stillwater Elks Club. Mac Barlass and I are the co-chairmen of the event.

We will continue to make additional plans for the year in the coming months.

Items for Board Action:

Bruce Odell's Joe Barbershopper Class @ Bloomington – received the following email from the Bloomington Chapter

"Gentlemen,

Bruce Odell has consented to present his Joe Barbershopper seminar in Bloomington on March 7th at the Eagles 3208 in Bloomington. We are offering others an opportunity to participate in this

all day event.

Please contact Jim Hedding at 952.454.2209 with the number of participants expected ASAP. We need to make plans for lunch and space accordingly. The cost will be minimal and include a lunch. The location could change depending on the demand. An invitation is also being extended to young men from Sibley HS who have expressed some interest in barbershop music. This could affect the total number of participants we can accommodate so a timely response is requested.

Activities will begin at 9am somewhere in Bloomington on Saturday the 7th of March.

Responses to this email address will be directed to Jim, so please, leave a phone number. He doesn't do email."

I talked to Jim and he said the cost would be about \$5 - \$6 for the box lunch. I can set up a signup sheet for the event. I told Jim I will call him in the next 2 weeks with a number of members we would have attend.

Income/Expense Matters:

I anticipate that we will again make over \$2,000 from Singing Valentines. Our performance fee for Woodbury Central Park is \$300.

Major upcoming expenses are for our Annual Spring Show; the first of which will be the air travel cost for Vocal Spectrum. There will also be some pre-show expenses for the school rental deposit and printing of tickets and flyer/posters.

Secretary's Report for February 10, 2009 Board Meeting

Recent Accomplishments:

1. CJ-20 Notification required for chapter participation in the 10,000 Lakes & Southwest Division Quartet and Chorus Convention to be held in Stillwater in March was processed by Paul Boettcher.
2. The Land O' Lakes District Achievement Awards - 2008 Reporting Form has been completed.
3. An insurance certificate has been issued for the Stillwater Area High School for the spring show.
4. New member applications for Mark S. Bergland and Timothy L. Solie have been submitted to the BHS by Paul Boettcher.
5. The St. Croix Valley Community Foundation has awarded \$1000 to the 2010 Youth in Harmony Festival.

Current Plans:

Final review the achievement award forms with Paul then submit it to Dick Teeters.

Items for Board Action:

Approve new members.

Income/Expense Matters:..None

Music & Performance Report for February 10, 2009 Board Meeting

Judd Orff is in Florida and does not have a report for February.

The Tuesday rehearsal schedules have been completed and are in each week's Weekly News.

Christmas Show financial info is reported by Don Paulson.

Division Contests info is reported by Tyler Smith.

Judd will return to rehearsals on Tuesday, March 3rd.

YIH Coordinator for January 13, 2009 Board Meeting

I. ACCOMPLISHMENTS:

ITEM: January 31, 2009 YIH Festival in Osceola

- WE BROKE A HUNDRED! We had 78 women and 23 men attend the festival; 94 student evaluations were received. The paperwork needs to be in James Estes's hands by Saturday, February 14 if we are to receive the \$10 per student evaluation. The \$940 will go to Larry Fisk as funding for the 2010 festival.
- The following e-mail was received from a parent of one of the young men; this is what we are all about.

My son, Gaelan Hanlon, had a wonderful experience participating in the "Youth in Harmony Festival" this past Saturday. I just wanted to express my personal thanks for the time and efforts that you all put in to introduce Barbershop music to young people and support and encourage them in their participation. Learning and singing with you has and will continue to be a real highlight in Gaelan's high school experience. And, from what I can tell, I think he is "hooked" for life. Thank you again!

Pastor Amy Hessel
Bethany Lutheran Church
415 Bridge Avenue
Star Prairie, WI 54026

- We've been searching for a name for the festival. I think we found it. We've all been using it and didn't know how it could/would resonate. Unless I'm mistaken, "Sing For Life Festival" or something similar will become our handle. Pastor Amy's e-mail above uses similar phrasing, and she wasn't coached.

REQUEST FOR BOARD ACTION: None

ITEM: January, 2010 YIH Festival

- JERRY HAS KICKED OFF THE 2010 FESTIVAL BIG TIME! Due to his efforts and golden pen, the St. Croix Arts Foundation has awarded \$1000 for the 2010 Festival. Thank You Jerry

- Planning is already underway for the festival in the 2009/2010 school year. Jon Buss, initiated contact with James Estes about bringing in a competition/winning quartet from the 2009 Collegiate Quartet International Competition. **James has replied in the affirmative.**
- The purposes of bringing the quartet here is to conduct a Masters' Class in area high schools, promote the upcoming festival, and, hopefully, to have them be a teaching quartet at the festival. There are a lot of logistics to work out, not the least of which is working around the quartet's schedule. Stay tuned.

REQUEST FOR BOARD ACTION: None

ITEM: Storm Front Coming to River Falls – the promotion has started. Wisconsin, which placed 4th in the Youth Chorus competition will also perform and they will treat this as an annual show.

ITEM: Ask me about the HHS/RFHS Chamber Choir Concert

Marketing & PR for January 13, 2009 Board Meeting

DONE:

- News sent to Pitch Piper,
- News Releases (2) for Singing Valentines
- News Releases for "Presidents"
- SV NR Sent to "Stillwater Living" Magazine
- Took Pics & Video of YIH camp

PLANNING TO:

- Send 2 more News Release for Singing Valentines
- Get SV on Stillwater Gazette's "Calendar"
- Send SV NR to Radio Stations
- Start News Releases on Singing for Life, May 9th.
- Order Personalized SCVC Bottle holders for each member
- Initiate "Recycling of Harmonizers"
- Present the SCV "Elevator Speech"

BOARD ACTION ITEMS:

- Commit to support "Feed the Children project February 20-28 and Donate \$100
- Pay half the cost of SCV Bottle holders for all members.

Art Space Report for February 10, 2009 Board Meeting

Recent Accomplishments:

A group of nonprofit cultural organizations in the Greater Stillwater area have recently joined to explore the viability of creating or sharing space(s) to meet their respective needs in the Stillwater area and to satisfy the growing needs of the cultural community. The Cultural Needs & Use Assessment was initiated. This group raised sufficient funds to engage Artspace to conduct a study and provide recommendations including financial

models for specific multi-use concept(s) for arts space(s). Artspace is the nation's leading nonprofit real estate developer for the arts, and is located in Minneapolis.

Artspace representatives began meeting with different arts groups in late January and began conducting interviews to understand the nature of and the future space needs of each group. About twenty local arts groups, both performing and fine arts will be interviewed.

Tyler Smith, Mac Barlass, and Jerry Herbst met with Artspace representatives Shannon Joern, Resource Development Manager, and Wendy Holmes, Vice President, At Trinity Church at 9 AM on Thursday, Jan. 29th. Joining us at the meeting was Wendy Fernstrom of Arts in General of Marine. Working from a detailed questionnaire, we related a lot of information about our chapter and our society including the nature, purpose, history, structure and performances. We reviewed our current space use with multi-location storage.

We discussed future space needs. Our "ideal" in a single location would include:

- Performance theater with about 1000 seating capacity
- Rehearsal space with risers and chairs permanently set up
- Storage space for risers and sound equipment
- Separate rooms for sectional and quartet rehearsal
- Reasonable rent.

A facility of this nature could easily be shared with other performing arts groups.

Would we mind sharing a facility with fine arts groups - not at all. We could help them, even providing music at there functions.

Current Plans:

Await Artspace recommendations and report to the board. They did not give us a specific timetable.

Items for Board Action:

None - information only

Income/Expense Matters:

None

Jerry Herbst, January 31, 2009

AUDITIONS FOR ADMISSIONS

Following are some thoughts and suggestions regarding a number of subjects relative to Auditions for Admissions; all are based on experiences of chapters who have used the program successfully. The discussion of each subject is designed to better acquaint you with the AFA and to help you escape some of the pitfalls a chapter might encounter.

In selecting the most advantageous time to conduct the program, the Board must know when major chapter activities, such as competitions and the annual show, are going to

occur. Why? Well at such times a chapter is working too hard to be its best in such activities and neither chapter leadership nor members could devote their time to the proper planning and mechanics of successfully conducting the program. Auditions for Admissions should be considered as a total chapter activity; do not place it in conflict with another major activity. **SUCCESS MEANS ADVANCE PLANNING**

It is important then, for a Board to analyze its program of chapter activity in order to select what it considers to be the BEST time period in which to conduct the program. All Board members should sell and encourage every chapter member to participate by simply submitting the names, address, and phone number of at least 2 prospective members to the MVP. The membership has three weeks to submit names. The director should verbally support this plan each week after the membership has been informed and convince the chorus that personal contact by the AFA Committee is the best method of recruitment after the names, etc. have been "turned in." Again experience tells us success or failure of this program usually depends upon two things a) the "singing" names submitted, and b) the ORGANIZED recruitment follow-up by the MVP and his AFA Committee

REMEMBER THE PURPOSE OF THIS PROGRAM IS TO RECRUIT SINGERS

The word "auditions" or "try-outs" does attract prospective singers. Certain chapters have tried AFAs by calling them special Guest Nights; some have been successful, but in the majority of cases the chapter membership at large has not supported another guest night. It is highly recommended you use the word AUDITIONS because of the natural attraction of the man who does sing and knows he can carry a tune. Remember our well-chosen slogan AUDITIONS ATTRACT SINGERS -- the words "AUDITIONS NIGHT" does NOT scare away singing prospects.

Reports received from chapters all across the Society indicate the guests not only want to sing, but CAN SING as well. From these reports, it appears that the men chapters reach with this program are those who want to be associated with an organization which requires them to qualify for membership. Such men know that they are required to Audition for the school or church choir director in order to be permitted to sing in an organized choral unit. Chapters also report that new members enrolled under this program are now bringing prospects like themselves to chapter meeting. Thus, the word AUDITIONS offers no reluctance on their part to demonstrate to the Chapter Music Leadership that they are worthy of our musical consideration.

PLANNING CHECK LIST

Let's make some basic ground rules before we start. It is recommended that the Auditions for Admissions Chairman and Committee actually be the Chapter Membership and Board of Directors, simply because they can be depended on to stress the program and theme. Below is an outline for the plan:

1. The MVP and PVP should review the chapter activity calendar and select a date at least 6 weeks out. These six weeks are needed to gather names, mail invitations, and order and receive music or other handouts from International.
2. At the first chapter meeting the MVP should enthusiastically sell the chapter on their four week involvement in the "Auditions" package. Each chapter member should be asked to submit the names, address and phone numbers of prospective singers from around the community, church, work, or school. Music

- and Society information sheets should be ordered from International. Order more than you may need, extras can be used at later recruitment opportunities.
- a. NOTE: The aim here is to promote prospective singers, not just names. Please keep our goal in mind: We want NEW singers, not just your favorite brother-in-law, neighbor, or the man you brought to previous guest nights. This should be fully understood by the entire chapter membership. If we have a 30 man chorus, that means at least 60 names.
 3. Each week up until the actual Auditions Night, the MVP and the Director should endorse the support of the chapter to support the AFA by going out and finding names of prospective singers.
 4. Two weeks prior to the Auditions night the committee should meet. The following data should be brought to the meeting:
 - a. The list of names.
 - b. The secretary needs to supply enough stationery, envelopes and stamps to cover the list of names.
 - c. The president will draft a letter of invitation to be sent to the prospective singers. This letter should contain a paragraph of introduction to the Society and the local chapter, a paragraph on advertising the "Audition" night and a friendly word of welcome. Letters are mailed. The list is divided equally among the Board for follow-up.
 5. One week later, the prospective singer should be contacted by a personal phone call. At that time, we should simply stress our love for barbershopping and encourage our prospect to join us for a fun evening.
 6. The necessary steps should be taken to involve the media, well in advance of the big auditions night. This includes newspaper, radio, television, and poster coverage. The advertising phase of the operations can be geared to the pulse of the community, please don't overlook it. Your chapter PR person should be assigned this task. Samples of advertising are available from International or from your local media vendors.

ACTUAL AUDITIONS NIGHT

The auditions are the key to the success of this program. Use the melody line from the first line of a song familiar to the person to be auditioned. Sing in several keys to determine the basic singing range keeping in mind the vocalist may be a complete novice. Songs such as "Wild Irish Rose," "Let Me Call You Sweetheart" or even a patriotic tune may be used to determine the most comfortable voice part for the prospective member

In rare cases, someone may have to be told "the truth" regarding their ability to "carry a tune." This should be handled discretely, but honestly. Remember, the man came to be auditioned; he expects to be required to pass a singing test, no matter how simple. For more information on other detailed voice placing techniques, consult the International Director Manual or Music Leadership Team Manual.

After the auditions are conducted and the prospect is placed in the appropriate section of the chorus, he is introduced to Barbershop Harmony singing, Chorus style. Every effort is made to make the guest feel musically comfortable. The evening's program usually includes a short time period dedicated to providing the guest with a few primary facts regarding the Chapter and the Society. Keep the atmosphere friendly and cordial and let the guest know that we appreciate his interest

FOLLOW-UP

Personal contact is essential to let the prospective member know that his attendance was greatly appreciated and that he has been accepted as a prospective member of the chorus.

A little organization by the Committee will bring better results for the weeks following the actual Auditions Night

Committee members or selected persons should be given detailed instructions on how to follow-up. We should not simply ask "Joe" to give the prospective member a call to see if he is coming back. Unfortunately, Joe either doesn't make the call or sometimes does not know what to say. Develop a detailed plan regarding follow-up. Phone calls and letters need to be part of this program. Be just as professional with the follow-up as you have been with the pre-planning and the auditions. The results will speak for themselves

Make notes of what went successful with this program and also note those things that could be improved upon for your AFA campaign

Plan your next program soon and work your plan! Good Luck and may you have a most successful AUDITIONS FOR ADMISSIONS Program.