

**PIONEER DISTRICT- BARBERSHOP HARMONY SOCIETY
MINUTES
MANAGEMENT TEAM MEETING
October 15, 2010**

CALL TO ORDER: Pioneer District President Brian Dunckel called the meeting to order at 10:25 a.m. in the Board Room of the Crown Plaza Hotel in Grand Rapids and directed the group in the singing of The Old Songs.

President Dunckel then inquired of Secretary Serwach if we had a quorum present.

ATTENDANCE: Serwach reported that a quorum was present. (Also in attendance were Society Board Rep. Greg Caetano, Dunckel, Joe McDonald, Robb Smith, Jerry Ditto. Toby Shaver, George Doyle, Don Slamka, Paul Ellinger, Ev Nau, and Roger Lewis)

PRODUCT OF PREVIOUS MEETING: The Product of the April 2010 Management Team meeting had been distributed by e-mail attachment. Discussion was invited and there was no discussion. Motion to approve as submitted was made by Immediate Past President Lewis, supported Doyle. Motion carried.

TREASURER'S REPORT: Financial reports had been distributed by e-mail attachment.

Treasurer Robb Smith explained that the budget is tight through the end of August but fee increases for fall convention will help us meet goals. The 2010 budget year should end with a slight surplus. For the 2011 budget, we made adjustments for Rockin Barbershop. We were on brink of bankruptcy 10 years ago. Our balance has since grown from \$20,000 to \$50,000. That's good. The down side is the cancelled activities which helped us grow that surplus.

PRESIDENT'S COMMENTS: President Dunckel said he was disappointed more directors and officers didn't visit chapters. We'd talked about chapter contacts, got reports from only two members to go with my own. Two were impressed we took time to make a visit. I know we're all busy but we do receive compensation for what we do (hotels, convention fees), We must remain prepared for greatness.

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CONSENT CALENDAR REPORTS:

President Dunckel had our Management Team Directors review the highlights of the Consent Calendar Reports.

EVP Joe McDonald said the chorus pin project has been put to bid: ordered 1,000 and sold 250 in pre-sale with the other 750 as inventory for future years. For Youth in Harmony project, filed report on camp. Financially, it broke even. Mount Pleasant Chapter has every intention of running it again though timing was the biggest hurdle. Leadership Academy prepared by 2011 in the same location in Okemos. Have half the faculty in place. Going to go to four sessions instead of three this year. The key last year to attendance was personal phone calls and that should be the norm in

the future.

George Doyle: membership stable: 1 percent increase over six months. Am saddened by the demise of the Jackson charter. They got up to nine members but couldn't get beyond that. If you see Del Sparks, give him a hug. He has had health issues and is moving south. Encouraged his members to join Frank Thorne. Been signing guest books in the online obituaries of deceased members... Membership is 1,064. No easy way to download membership numbers. Can download District roster.

Toby Shaver: Top gun will coincide with Leadership Academy, will get some good coaches involved. Probably will have five quartets, four coaches. Would like to return to having that be a separate spring event. Would like to visit more chapters. Perhaps have a town hall with a music educator from the Society and bring together multiple chapters. Might be good in February or March. Needs to not be in the summer time for sure. Slamka suggested Jackson for a town hall location to bring guys who fell off map from that chapter and would be close to several other chapters. Toby said could have one in Jackson and perhaps one north of there.

Jerry Ditto: Welcome to Grand Rapids. This all brand new, had their grand opening Tuesday night. The GM is living in the hotel at this point so he knows exactly what is going on 24/7. You're free to see the auditorium now if you'd like to take a look. Have two other proposals for you today: Muskegon has popped up as quite the spot: a 1930s theater that has been revamped and across the street is a Holiday Inn with 200 rooms. About a mile from theater is the Shoreline Theatre, a Victorian hotel on way. Holiday Inn came in at \$89 a night and Shoreline at \$80. To get theater and large area is \$1400 a day. Started as \$2800 so it came down by half. Told them we normally pay \$2000 for our venue at Radisson so they are working at a plan to cover our additional expenses.

But think it will be a venue we can afford and they want us there. If guys aren't willing to pay \$89 within 10 minutes there are even lower priced hotels. Now we're doing 210 rooms a night, down from 250. They are available in fall so have contract for fall 2014. Not available in spring. Lewis thought we were last there in 1961. Doyle said it's a beautiful downtown with no people. Trying to get CBV to pay as many of our prices as possible. Was hopeful to get all of 2014 but waiting to hear back from Forest Hills. Recent discussion about going from two conventions per year to one convention per year. Unfortunately can't go to Forum this year. Seems to be a lot of agreement would help lots of districts. Eight districts now have divisions. Slamka said financially if you're doing shows all year around it doesn't make much difference. He said qualifying in spring makes it a springboard to international, like playoffs before a championship.

Paul Ellinger: The biggest thing for me is it's ALL marketing, everything we do. What are we promoting right now? Would like to see a collective agreement of what we should be focused on and promoting. We have these people like Jerry, Del Sparks who do a lot then all of a sudden you miss a Dell and what happens? And we think we need a quartet and no, we need the Dell Sparks' of the world. Need to keep people from experiencing burnout by spreading the wealth and asking people what they can do to make a difference. The biggest thing we have facing us is promoting barbershop externally.

We have a habit of doing things but need to ask are we doing things for barbershoppers or for the greater community. I think we can measure different things. Singing at a 90 didn't bring any more barbershoppers than the year before. We need to start rewarding those chapters that are promoting barbershop. We don't. Long discussion about better use of Facebook, YouTube. Would like to reward people for doing good things that promote barbershop. Toby talked about how Straight No Chaser became huge because their YouTube was seen by so many people.

Ev Nau said when put together Operation Harold Hill in 1996 each chapter was recognized for a level of achievement. We want to make sure the weakest of the chapters are able to get some kind of recognition: was last time we had society-wide membership growth. We are football after high school. After that, you either go to the pros or you quit playing.

Joe McDonald said next convention is in Mount Pleasant, would like to have a big afterglow open to the public, make an arrangement to let people come in and out.

Don Slamka: On fourth quarter calls, could we add a question about what are you doing best to promote barbershop. CACM was a success. Budget was revised because thought it was too ambitious, cut it back to work for 50-60 guys. Had 104 registered representing 18 chapters. We covered our costs from weekend. To me, was one of the most exciting training sessions I've been to in 25 years. If we'd had this in place two years ago, I don't think Jackson would be folding right now. Unfortunately, Del was a one-man show, didn't have the help. My guys are hook line and sinker buying into this. I'm not sure if we do anything to make life easy. Need a password to get things and then give up.

NEW BUSINESS: Youth chorus going to be discussed at board meeting.

ADJOURNMENT: Motion to adjourn was made by Doyle supported by Shaver Motion carried. Meeting adjourned at 11:35 am.

Respectfully submitted,

Joe Serwach, Pioneer District Secretary
