

Detroit Oakland Chapter Barbershop Harmony Society

March 19, 2018

Board Attendees: Roger Boyer, Peter Brandt, Geoff d'Allemand, Doug Joppie, John Marsh, Mike Matson, Keith Opal, John Paul, Craig Roney

Absent: George Burkett, Terry Webner Guests: Steve Sutherland,

The meeting was convened at 6:27 PM by president Opal.

**J. Paul moved and J. Marsh seconded a motion that the minutes of February 21, 2018 be approved. Minutes approved by acclamation.**

Treasurer's Report- M. Matson

The Board received from M. Matson the Treasurer's Report for the month of February, 2018 for information purposes. Funds available at the end of February totaled \$10,991.82.

M. Matson indicated that we would be able to cover the expense of two upcoming coaching sessions with L. Peirce and S. Spires and the declaration by DOC to match Jug Fund contributions by other chapters of up to \$100.

Music Team Meeting (March 5, 2018)- J. Paul

J. Paul has negotiated coaching fees with S. Spires that matches fees paid to L. Peirce (\$35/hour and \$0.54.5/mile). However, Sue has gratuitously indicated that her next session with us is paid in full.

S. Sutherland reported on the March 5 Meeting. Individual members who don't know the words and/or notes to current songs will be encouraged to learn them. "Almost Like Being in Love" will remain an ensemble song due to limited purchase of sheet music. "Surefire" (L. Peirce's Quartet) has confirmed that they will perform in our Fall Show. "After Hours" (from the Johnny Appleseed Chapter) will be asked to perform at Team will be identifying a theme for the 2019 Show. Membership- J. Marsh

Joe Queen was provided a membership application and indicated that he would file it within 24 hours.

Program- G. Burkett No Report.

## Publicity- R. Boyer

R. Boyer will hand out copies of Jug night posters to the membership tonight. He has crafted a new contract for purchasing Show Program Ads and will be meeting with a firm tomorrow that solicits ads for a % of the ad income.

P. Brandt has developed an instruction sheet for following our chapter on Facebook and will distribute it to the membership tonight. He suggested several ways to enhance our presence in the community via Facebook including show ticket sales and developing a promotional Video. He has updated the cover photo on our Facebook page.

## Jug Night- J. DeSantis

R. Boyer indicated that he has contacted SOAR (Society of Active Retirees) and invited them to Jug Night.

## Old Business- K. Opal None

## New Business- K. Opal

C. Roney reported on attendance at the recent Leadership Summit attended by R. Boyer, J. Marsh, D. Montera. Discussion involved the notion of Branding (identifying a musical focus that establishes a quartet or chorus as unique. The “brand has to be authentic to both chorus members and to their audiences and has to involve all members “buying in to the brand. Subsequent Board discussion involved whether DOC has a “brand.” Could our brand of music be enhanced by choosing clothing to match the music we are performing?

Another Summit notion involved Membership Logistics including adding outside members to chapter boards, defining a chapter “mission,” and valuing all chapter members and spouses. Subsequent Board discussion regarding additional outside board members involved the notion of the Board defining specific needs as a basis for determining what outside members might be invited to join the Board. It was also noted that DOC is blessed with members who have a variety of talents beside musical talent that enhance our operation.

A third Summit notion involved identifying both internal and external Audiences. Subsequent Board discussion noted that DOC does a good job catering to the internal audience (our membership) but that we can improve our community presence via Facebook to grow membership and our community awareness.

A fourth Summit notion involved musicality. It was noted that Jim and Kris Kunz do a good job linking our Show songs together with a narrative that keeps the audience connected and attentive.

G. d'Allemand reported that a representative from the Methodist Children's Home will be present at the Convention to introduce the Service Project to the convention goers. (C. Roney will find out when that presentation is to take place). He also sent a email to the membership highlighting where to buy specific items requested by the Home.

**C. Roney moved and M. Matson seconded adjournment at 7:29 pm. Motion carried.**

Respectfully submitted: Craig Roney, Secretary

**Minutes Approved: April 16, 2018**