

Seneca Land District Board Meeting Minutes Teleconference 3-13-2011

Meeting Date: Sunday, March 13, 2011

This Meeting was called to order by our DP, Pete at 8:10 pm. Members present were: (100%)

Pete Carentz, Jim Barickman, Barney Johnson, Bob Coant, Tom Jones, Don Stothard, John Howe, Rob Hopkins and Warren Capenos

An agenda was presented and John Howe wanted to add that the District Budget had to be added and ready to give to the HOD prior to April.

Pete went over "Our Big Dream" covering the new plan for growth with the focus on recruitment. It will be the tasks of Art Zelesnikar (VP Membership Development) who will create SING Ambassadors to work this program with us. The techniques to be used are "Tell Me, Show Me and Involve Me" and there will be two programs "Just Sing" to be introduced at the Spring 2011 Convention and "R U a Singer" introduced at the Fall Convention. It was suggested that we allocate funds to produce the various buttons from Affordable Buttons Company. The total cost of 1250 buttons for all programs is estimated at \$1,050 and after discussion; it was put to a vote.

Rob Hopkins moved that we purchase the first phase buttons for the Spring Convention and Bob Coant seconded and it passed.

The target group for the membership drives will be the Baby Boomers who were born between 1946 and 1964 and consist of 29.8% of the population. New and different ways to advertize were discussed. And a new "Welcome Back Cotter" night was presented as well as "I'll be Home for Christmas".

Erie Convention: Pete announced that contact was made with Heather at Second Harvest Food Bank of NW PA where we would be tying the Sing Fest with this food bank at this convention. Preparations will have to be made well in advance of the convention which is quickly approaching.

Policy Manual: The latest version was reviewed for comments and Pete had made some minor adjustments and will be dated each time it is revised. Warren has to provide some input on Page 5, Sect 4.07 E and G. For the next board meeting we are all assigned to review Article XII Sections 12.05 to the end 12.23 covering Individual and Committee Duties and Responsibilities. It is hoped this document can be ready for ratification at the HOD in April 10, 2011.

Budget Discussions: The budget has to be ready for the HOD meeting and there was lots of discussion on "Where do we put our money?" There is a major goal to increase membership and Pete looked at the current budget and determined that expenditures break down as follows:

Membership 2.7%, Marketing & PR 5.4%, Music Adjudication 7.6%, Leadership 13.3%, Musical Education 31.0% and Youth In Harmony 40.0%.

It comes obvious that we will be moving more money into membership campaigns and targeting "Baby Boomers".

Various sections of the budget were assigned to the BOD members so that shared revisions can be made at the next meeting. Assignments were:

- Rob & Pete – Membership / VP Finance / C&C/ IPP / Committees
- Don & Barney – VP Music and VP CDD
- Bob & Warren – YMIH
- Jim & Pete – Divisions / VP Events
- Tom & John – VP Marketing / CSLT

Next Scheduled Meeting Dates: Mar 20 & Mar 27 @ 7:30pm, April 3, May 8, June 12, July 10, Aug 14, Sept 11, Oct 9, Nov 13. These dates are subject to change.

Chorus Contest: There was a discussion of chorus start time at conventions. It was decided that it will remain unchanged at 11:00 am followed by the Sing Fest at 3:00 pm and the District Dinner at 5:50 pm so that we don't fall behind on Saturday.

Adjournment: Barney moved and Bob seconded that we adjourn at 9:57 pm.

Respectively Submitted by,

Jim Barickman