

**REGULAR MEETING  
BOARD of DIRECTORS  
THE ALL-AMERICAN BOYS CHORUS  
May 13, 2013 - 6:00 p.m.**

**Held at the Silo Building, Orange County Fairgrounds, Costa Mesa, California**

Directors present	Wendy Ahlering Russell Bell Tom Courtney Ed Dunn Diana Hoffman	Anthony Manrique Rita Pipta Bill Sanderson Shirley Werner
Directors absent	Nina Ebner Lynn Gardner Kim Kovacs	Steve Shaw Cassady Taylor
Director/Parent Rep. present	Russell Bell	
Staff present	Aaron Cassaro	
Minutes	Shirley Werner	
Guests present	Wesley Martin, Artistic Director Allan Stokke (director candidate)	

**ATTACHMENTS**

A	Agenda
B	Artistic Vision (2-sided foldout)
C	Southern California Children's Chorus
D	Los Angeles Childrens Chorus
E	Phoenix Boys Choir
F	Pacific Boychoir Academy
G	AABC 2013 Jog-A-Thon Update as of 3/4/13 and 5/10/13
H	Grant Applications Submitted in 2013, Updated May 10, 2013 (2 pgs.)
I	Inspire campaign
J	AABC 2013 Actual to Budget (3 pgs.)
K	Michael Kaiser symposium (2 pgs.)

I. **CALL TO ORDER AND PRAYER.** The meeting was called to order and the prayer offered by **Tony Manrique**.

II. **APPROVE MINUTES OF MARCH 2013 MEETING**

**ON MOTION DULY MADE, SECONDED and CARRIED**, the minutes of the March 11, 2013, Board of Directors meeting were unanimously approved.

III. **AGENDA ITEMS** (attachment "A")

#### **BOARD COMMITTEE REPORTS**

<b>PRODUCT: Artistic Vision - Wesley Martin</b>
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General review and discussion of *Artistic Plan* (attachment "B"), noting membership of 92, plus 6 Music Magic and 15 Graduate Choir, and various accomplishments, events and concerts at a wedding; a follow-up meeting with **Talena Mara** (Vice President/Education, Segerstrom Center for the Arts); contact with **Anne Tomlinson** (Artistic Director, Los Angeles Children's Chorus); appearances at PBS SOCal, Arts in the Park and with **Taylor Hicks** "Natalie's Wish"; hosting the Pacific Boychoir; and first rehearsals and scheduling of Graduate Choir.

Talena Mara. In the follow-up meeting with **Ms. Mara** (previous meeting in February 2013), it was reiterated that connection with the local communities is very important and that changing demographics are presenting a challenge to other organizations, as well.

Excerpt from minutes of March 11, 2013, Board meeting

**Lynn Gardner** recapped her and **Bill Sanderson's** meeting with **Talena Mara**, Vice President/Education, Segerstrom Center for the Arts, in *Report dated February 28, 2013* (attachment "F") and discussed at this Board meeting. Each point, comment or suggestion in the report was well taken and will be carefully considered for the Chorus's program and repertoire, particularly taking into consideration the changing demographic of the county and its diverse communities and multicultural populations. **Lynn**, and the Board agreed, that **Ms. Mara** had tremendous insight and to follow up with **Ms. Mara** on her offer to stay connected with the Chorus.

**Staff** will take appropriate steps to create contacts and relationships within the various school districts.

**Ms. Mara** volunteered to mentor with **Wesley Martin**, a welcome addition and a great asset to the Chorus's marketing, promotion and outreach programs.

**Bill Sanderson** suggested a thank-you lunch with **Ms. Mara**, **Tony Manrique** and **Wesley Martin**, which **Mr. Sanderson** will arrange sometime in May or June.

Anne Tomlinson. In the meeting with **Anne Tomlinson**, as a comparison to the Chorus's office and program, LACC's current staff was outlined (one fulltime Director of Development, hiring a second fulltime Director of Development, plus other Artistic, Administrative and Photography Staffs); website; recruiting; demographics and after-school/outreach program.

Based on the comment that the LACC received a grant for its website, it was suggested that **Staff** try to find out who the donor was for the LACC's grant and perhaps submit the Chorus's own grant request.

LACC's after-school/outreach program may be something to consider in the future to add to the Chorus's program. (It was noted that the Access Free program is no longer funded by Nestle.)

Graduate Choir. The **Graduate Choir** (a capella) is preparing three songs, with **Philip Parke** as conductor. The **Graduate Choir** is very promising and will add to the overall Chorus program.

Excerpt from minutes of March 11, 2013, Board meeting

The Graduate Choir kicks off in April and finishes with the Christmas Concert; one rehearsal a week, 2 hours each rehearsal; at a cost to each member of \$50 a month that includes the music, accompanist, conductor(s). **Wesley Martin** will be sharing the conducting with **Philip Park**. Eighteen to 20 graduates at \$50 a month will hopefully cover the cost of the program.

PBSSoCal. There were 400+ in attendance.

Recruiting. The number one source for new boys is parent referrals. The **Product Committee (Wesley Martin, Aaron Cassaro, Tom Courtney, Tony Manrique)** will continue its efforts in this regard, working closer with the parents, particularly the newer parents.

Singing Dads. This is a concept proposed by **Wesley Martin**, who will be sending out an email this week in the hopes of getting as many dads as possible to sing with their sons at the Summer Concert. The two songs for the concert are "Bring Him Home" for the dads and "I Am Your Child" for the sons.

Pacific Boychoir (Oakland, California)--host families for 65 boys; social evening; singing for each other; recreation activities; meals; **Graduate Choir** joining in impromptu. The comment was made that it was good for AABC boys to see that other boys are doing the same as they are....in a musical training program versus sports or other type of program.

Arts-X-Press. **Wesley** asked if there is any way the Chorus can get involved with this organization for the purpose of recruiting. **Staff** will follow-up on this if feasible.

*Note: Arts X-Press is described as "a summer arts immersion program for 7th and 8th grade students, created by the Pacific Symphony in 2001 in celebration of Cole Carsan St.Clair. 150 students are nominated by teachers throughout Orange County to come together for 5 days of creative exploration each summer.*

*"Arts-X-press is designed to produce a comprehensive, yet nurturing environment in which participants may foster their creativity, grow as individuals and discover ways in which the arts can enrich their lives. Local artists and arts educators of the highest caliber serve as faculty and staff, and outstanding high school and college arts students act as counselors for the program.*

*"Arts-X-press began with Music Director, Carl St.Clair's passion for arts education. To honor the memory of his son Cole, Maestro St.Clair sought to establish an arts-based program having a lasting and major impact on the community, as well as making a real difference in the lives of young people. arts-X-press is the result of his vision. St.Clair continues to play an integral role in the formation and realization of this project."*

One-day festival. **Wesley Martin** suggested a "kid event" (to be called KIDSING) as part of community outreach, a one-day festival, open to school kids, in one location, probably on a Saturday. A proposal has been submitted to the Orange County Young Executives Foundation for funding/sponsorship.

<b>PROMOTION: Tony Manrique, Aaron Cassaro</b>
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National Anthem. **Aaron Cassaro** reported that Staff is trying to book more events where the boys can sing the National Anthem. Such events typically have big-screen tv's, big crowds, big audiences, e.g., Clippers, Angels, etc. **Aaron** confirmed that the boys will be singing the National Anthem at a Chivas USA soccer game, September 8, 2013, at the Home Depot Center. (Chivas USA is a club in the Major League Soccer organization).

**Russell Bell** and **Bill Sanderson** know the owner and other personnel at the Clippers and the Angels and will contact them personally.

Mayor's award. **Tony Manrique** reported that the Chorus will be receiving the City of Costa Mesa Mayor's Award on June 4, 2013, at the Costa Mesa City Council meeting.

60th anniversary celebration. **Tony Manrique** reported that the Chorus will be singing (one performance on June 29th) at the City of Costa Mesa's 60th anniversary celebration, June 28-30, 2013, that includes food, art and music events, at City Hall and on Fair Drive. Hours of the event are Friday, June 28, 5-11pm; Saturday, June 29, 3-11pm; Sunday, June 30, noon-8pm.

*Note: The city's website indicates that Saturday's acts will feature Eric Burdon & the Animals, Chevy Metal, Adam Green & Binki Shapiro, the White Buffalo, Jacques Renault, Droog, the Soft Pack, Moonsville Collective, and the All-American Boys Chorus.*

Concerts for Veterans. **Tony Manrique** mentioned that, from his conversation with the Phoenix Boys Choir, he felt they have a very good community outreach program wherein the choir provides free concerts for veterans and veterans' organizations,. **Tony** is working to include that concept in the AABC's community outreach; offering, as a start, four concerts in Orange County at various city community centers, On initial contact with Costa Mesa, Garden Grove, Anaheim and San Clemente community service staff/directors, they were very excited about the program and having such an outreach program to offer to the veterans in their communities.

Efforts will be made to obtain sponsorship(s) for the veterans' performances, approximately \$5,000 for the four concerts. Sponsors' names will be in programs; they can display their own banners; PA announcements. Suggested contacts for sponsorship: Stater Bros. Charities, Wahoo's, Oakley, Newport Rib, Haus of Pizza, any others that Staff or any Director may wish to suggest or to contact.

#### **PEOPLE: Great American Awards update - Tony Manrique**

Two honorees have accepted the Chorus's invitation: **Peggy Goldwater-Clay** and **Sarah Murr**. An additional nominee is being considered: **John Tu**, Kingston Tech.

*Note: An online website describes Peggy Goldwater Clay (Newport Beach) as follows: "Peggy Goldwater Clay recently joined nonprofit Working Wardrobes in a community relations role. Clay brings more than 40 years of entrepreneurial experience and community involvement. In her role, she will work on outreach and merchandising for Working Wardrobes' retail operations and help bolster Working Wardrobes' Smart Women membership program and events. Working Wardrobes is a Southern California nonprofit organization that helps empower men, women, veterans and young adults who are overcoming life's challenges to transform themselves and confidently enter the workforce, by providing career development, job placement assistance, wardrobe and grooming services provided in an environment of dignity and respect."*

*Note: Sarah Murr has been associated with the Boeing Company for 35 years, who is described as a Global Corporate Citizenship Community Investor for Boeing and a Board member of the California Alliance and as having "blazed a trail of unprecedented involvement and commitment to the wellbeing and education of California's children."*

#### **PEOPLE: Report on conversations/meetings with other choirs - Tony Manrique**

**Tony Manrique** was in contact with four choirs, gathering statistics and data to compare to the Chorus's program (*Southern California Children's Chorus*, attachment "C"; *Los Angeles Childrens Chorus*, attachment "D"; *Phoenix Boys Choir*, attachment "E"; and *Colorado Children's Chorale*, attachment "F"). In general, (i) the choirs have higher tuition fees than the Chorus, depending on size and scope of their individual programs; (ii) all of the choirs are interested in expanding their Boards, generally to 20-25 directors; (iii) their Boards are heavily into fundraising; (iv) overall, the expectation is that directors "give or get" a set amount each year; (v) they have developed good relationships with local schools and in getting their name out into the community; (vi) most don't do that well with foundation grants; and (vii) all are working hard to get more boys into their organizations.

**PEOPLE: Chorus community - Bill Sanderson**

**Bill Sanderson** suggested that the Chorus build a community among the alumni, alumni parents, graduate choir and alumni choir by creating an online page or website. **Mr. Sanderson** will ask **Julie James** to spearhead this project.

**PEOPLE: Board development - Bill Sanderson**

**Bill Sanderson** mentioned that **Michael Kaiser**, President of the John F Kennedy Center for the Performing Arts, and with whom the Chorus has had previous contact, is having a symposium on board development in October 2013 in Washington, D.C. Board members from other arts organizations will be in attendance, as well. **Bill** and **Tom Courtney** volunteered to attend the symposium on behalf of the Chorus.

*NOTE: After the Board meeting, **Mr. Sanderson** emailed details of the symposium (attachment "K") and said that **Diana Hoffman** has also agreed to attend.*

**Mr. Sanderson** said that the goal of adding more directors should be re-energized. Any suggestions for nominees are welcome and can be given to the **Nominating Committee (Tom Courtney, Tony Manrique, Bill Sanderson)** for review.

**Ed Dunn** said that he had met with **Chip Butera**, who was previously mentioned as a possible candidate. **Mr. Butera** said he would give it some thought and let **Mr. Dunn** know one way or the other.

**Jim Farmer**, another candidate, said he would accept the nomination and directorship in September 2013.

**PRICE: 1. Jog-A-Thon - Tony Manrique**

General review and discussion of *All-American Boys Chorus 2013 Jog-A-Thon Report-as of March 4, 2013, and May 10, 2013* (attachment "G"). As of the date of this meeting, \$61,000 has been received. The later start date helped; also the organized soliciting in front of stores; and the parents seemed to take it more seriously because it helps with meeting their parent funding agreements.

**PRICE: 2. Grants - Rita Pipta**

General review and discussion of *Grant Applications Submitted in 2013, Updated May 10, 2013* (attachment "H").

**PRICE: 3. Capital "Inspire" Campaign - Bill Sanderson**

General review and discussion of *Total* (attachment "I"). The \$5,000 donation as a result of **Ed Dunn's** efforts will be added to the total. The campaign was originally intended to be Board-sponsored, which may or may not have been a successful goal, so should the participant base be expanded, that is, participants who will actively seek contributions specifically to the Inspire campaign? In any event, the campaign will be extended through the end of 2013, promoting it at the Fall Gala in November, and extended further if there is any new strategy by then to produce donations. **Tony Manrique** will also call the Hoag Foundation, explain the situation, and ask them for a matching grant. **Bill Sanderson** would also like to create an ad hoc committee to rethink or re-energize the campaign.

*Note: The Inspire campaign is not currently part of any of the already-established committees; therefore, as suggested, the Inspire Campaign will be the 10th committee and consist of **Tony Manrique, Tom Courtney, Russell Bell** and **Bill Sanderson** as head of the committee.*

<b>PRICE: 4. Summer fundraiser - Tony Manrique</b>
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Suggestion: an opportunity or raffle drawing, the prize(s) being cash. This may not be a viable suggestion due to time constraints.

<b>PRICE: 5. Budget review</b>
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General review and discussion of *AABC 2013 Actual to Budget* (attachment "J").

Bookings. For bookings, Staff will place emphasis on wedding coordinators.

Also for bookings, alumnus **Tony Hanna**, currently attending Vanguard University in Costa Mesa, will be hired for telemarketing -- research, phone calls, emails, follow-up, specifically with conventions and convention bureaus. He will be at the building in the Summer; 2 or 3 days a week; minimum wage plus 5% commission on paid bookings.

Contacts will also be made with in-house entertainment coordinators, hotel wedding coordinators, event coordinators, hotel convention and sales directors, destination planning/management companies, etc., all to generate as many bookings as possible.

Fall Gala. Co-chairs need to be selected and plans for the Fall Gala need to be established as soon as possible. Time is of the essence. A first suggestion to make the Fall Gala in 2013 more efficient is to hire a "back-end" company, at an approximate cost of \$500, basically to handle the online details of running a fundraiser.

IV. **THANK YOU**

Jog-A-Thon

To AABC 2013 Jog-A-Thon Co-Chairs **Talbot Jaeger** and **Jim & Michelle Corbett**.

To 60+ **parent volunteers, AABC Staff** and **alumni**.

To all **AABC families and boys** who are still working diligently on the 2013 Jog-A-Thon.

Pacific Boychoir

To AABC parent **Virginia Park** for coordinating homestays and a potluck dinner for the Pacific Boychoir Academy during their visit to Southern California.

To all the **host families**.

VI. **DATE & TIME OF NEXT MEETING**

Annual Board meeting

Date: Monday, July 8, 2013

Location: TBD

Time: 6:00 p.m. - 8:00 p.m.

VII. **EXECUTIVE SESSION** (attended by voting Board members only)

None held.

VIII. **ADJOURNMENT**