

**REGULAR MEETING
BOARD of DIRECTORS
THE ALL-AMERICAN BOYS CHORUS
January 14, 2013 - 6:00 p.m.**

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

Directors present	Wendy Ahlering Tom Courtney Ed Dunn Nina Ebner Diana Hoffman	Kim Kovacs Anthony Manrique Rita Pipta Bill Sanderson Shirley Werner
Directors absent	Lynn Gardner Lynn Krogh	Steve Shaw Cassady Taylor
Parent Rep. present	Diana Hoffman	
Staff present	Aaron Cassaro	
Minutes	Shirley Werner	
Guests present	Wesley Martin, Artistic Director Loreen Santos, Office	

ATTACHMENTS

A	Agenda (2 pgs.)
B	"General powers" of directors
C	AABC Parent Forum Minutes-November 13, 2012 (4 pgs.)
D	"General powers" of chief financial officer/treasurer
E	Mission Statement voting results as of 1/09/2013
F	Summary Comments for 2013 Draft Budget (5 pgs.)
G	Summary Balance Sheet as of December 31, 2012
H	List of Grant Applications Sent in 2012 (3 pgs.)
I	AABC Inspire Campaign

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

II. **APPROVE MINUTES OF NOVEMBER 12 MEETING**

ON MOTION DULY MADE, SECONDED and CARRIED, the minutes of the November 19, 2012, Board of Directors meeting were unanimously approved.

III. **ELECTION OF DIANA HOFFMAN TO BOARD OF DIRECTORS**

ON MOTION DULY MADE, SECONDED and CARRIED, by unanimous vote, **DIANA HOFFMAN** was elected as a full voting member of the Board of Directors of The All-American Boys Chorus, for a three-year term effective January 14, 2013, through and including January 13, 2016.

"General powers" of a director are outlined in Bylaws, The All-American Boys Chorus, Article 3, Directors (attachment "B").

Note: **Mrs. Hoffman** was confirmed as Parent Representative through and including the end of her current term, March 11, 2013. However, if **Mrs. Hoffman** decides to resign the Parent Representative position prior to March 11, 2013, then at that time a Director will be elected for a one-year term and appointed as Parent Representative for the one year.

Mrs. Hoffman presented *AABC Parent Forum Minutes-November 13, 2012* (attachment "C"), which includes comments on Welcome and Announcements, Board Update, Committee Updates, Staff Update, Discussion and Questions, and Adjournment/Refreshments.

IV. **APPOINTMENT OF KIM KOVACS AS CHIEF FINANCIAL OFFICER/TREASURER**

ON MOTION DULY MADE, SECONDED and CARRIED, by unanimous vote, **KIM KOVACS** was appointed Chief Financial Officer/Treasurer.

"General powers" of the Chief Financial Officer/Treasurer are outlined in Bylaws, The All-American Boys, Article 4, Officers, Section 4.5 (attachment "D").

V. **AGENDA ITEMS**

BOARD COMMITTEE REPORTS

<i>PRODUCT: Artistic Vision</i>
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- 1) Recruiting. The "donation incentive" to teachers considered at a previous Board meeting will be implemented in the next two or three weeks with a mailing to music teachers.

Excerpt from minutes of July 9, 2012, Board meeting

Recruiting. The Phoenix Boys Choir (PBC) makes a \$50 donation to the music program of any teacher who sends a recruit to the Choir. The PBC originally offered \$25, which did not generate much interest or results; the \$25 was increased to \$50, with better results; and PBC is further contemplating increasing the \$50 to \$75. The Chorus is going to try this approach and is sending a mailer to local music teachers in the next month.

- 2) Rehearsal schedule. A new/modified rehearsal schedule will be instituted in February for a one month "test", at which time the new schedule will be reviewed, opinions and comments by the parents noted, with the new schedule implemented on a permanent basis or adjusted accordingly.

Excerpt from minutes of July 9, 2012, Board meeting

As a result of a parent forum meeting, different options for rehearsal schedule are being considered, such as voice lesson and rehearsal in one night or earlier times. The goal is to reduce the number of times that a parent has to be at the building. Currently, on average, a parent may be at the building about 19 times a month.

Utilizing Saturday mornings more fully is the prime focus of the new/modified rehearsal schedule; however that presents challenges in terms of having enough "spaces" for the various classes, voice lessons, etc. AABC Staff is going to meet with Fairgrounds personnel to discuss other space or locations within the Fairgrounds that the Chorus might be able to use on Saturday mornings.

- 3) Graduate Choir. The new rehearsal schedule will open up a night during the week for Graduate Choir rehearsal (as discussed at a previous Board meeting). Recent graduates will be actively recruited for a tentative start-up in March (after the new rehearsal schedule is approved or adjusted). Target goal is 20-30 graduates. The repertoire will perhaps include contemporary a capella selections, performing with the current Concert Chorus, etc.

The economics of the Graduate Choir need to be resolved, including conductor, accompanist, music, and an appropriate tuition fee determined to cover overall expenses, perhaps a fundraiser or donations specifically directed to the Graduate Choir.

As a boost for the Graduate Choir, **Wesley** hopes to bring out **McKay Crockett** from Brigham Young University, Utah, who trains Vocal Point (finalists in the TV program The Voice). **Mr. Crockett's** fee, airfare and accommodations are estimated to be \$1,000. This subject will be discussed further and decided upon at a later date.

Excerpt from minutes of March 12, 2012, Board meeting

✚ INTEGRATE THE CHANGING/CHANGED VOICES INTO THE PROGRAM - THE GRADUATE CHOIR

- Boys who have graduated up to the age of 18 years
- 1 rehearsal per week (Saturday afternoon/Tuesday evenings) ?
- Perform Summer and holiday concerts and other ?
- Launch with Deke Sharon workshop ?

- 4) Performances

February - Newport Mesa School Foundation

February - St. John's Lutheran Church, Orange (20 Chorus boys), with a small orchestra

March - Combined concert with OCSA (Orange County School of the Arts)

June – concert with the Orange County Symphony at Pearson Park Amphitheatre in Anaheim.

VISION/MISSION: Mission statement, tag line and logo

Mission Statement (voting results as of 1/09/2013) (attachment "E"). The first suggestion, with an "86" voting result, was approved:

"We provide a world-acclaimed music and performing arts curriculum that educates, motivates and builds character in boys through unparalleled opportunities for performance, leadership, travel and community outreach."

Tag line. In abeyance; additional review will be taken on this subject.

Logo. Although it may be timely to consider updating the Chorus's logo, this matter will be held in abeyance until such time as the economics of creating a new logo are considered.

PROMOTION

Bill Sanderson met with **Hilary Kaye**, HKA, Tustin (Hilary Kaye Associates, Inc.-Public Relations) in December 2012 to discuss how the Chorus can better promote itself; name recognition in the community; telling the boys' stories; why is the Chorus "the best kept secret in Orange County".

Ms. Kaye's company is involved in for-profit ventures (<http://www.hkamarcom.com>), and she herself is very involved in nonprofit organizations such as "Working Wardrobes" and "Susan B. Komen For The Cure".

Ms. Kaye recommended more use of Youtube; utilizing interns from, for instance, Chapman or Cal State Fullerton; instituting quarterly receptions, casual, perhaps on Saturdays, as a way to say thank you to prospective donors, contributors, community leaders, volunteers, etc.

Excerpt from minutes of November 19, 2012, Board meeting

Bill Sanderson will contact **Hilary Kaye**, public relations expert in the area, for advice on "traction and visibility" and will arrange a luncheon with **Ms. Kaye** and **Lynn Gardner** to discuss promotion for the Holiday Concert.

Bill Sanderson stated he will also try to schedule a meeting with **Talena Mara**, who is involved with community outreach at the Segerstrom Center for the Arts (as Vice President of Education).

PEOPLE: Donor Management

The main data conversion to DonorSnap is complete, with some updating and refinements still being worked on as necessary. Board members can have their own log-in and password by contacting **Tony Manrique**.

Excerpt from minutes of November 19, 2012, Board meeting

Donor Snap is in the process of converting Chorus files and is almost ready.

Attention should be paid to making sure donors are sent proper thank you's and documentation. Realistically, thank-you letters should be sent within two weeks (and certainly no more than 30 days) of the donation.

The Fall Gala particularly, as the most recent event, needs timely follow-up to provide auction- item donors, auction-item buyers and general monetary donors with proper receipts, valuations and IRS information. **Tony Manrique** will follow up with Fall Gala Chairpersons for names, addresses and contact information.

DonorSnap should be the repository of any and all donations, contributions, donors, Fund A Need, Jog-A-Thon, any other fundraisers, however and in whatever form the donation or contribution is made. DonorSnap provides a contribution/donation report at the end of the year.

PEOPLE: Great American Awards nominating process for Fall Gala

The concept of the Great American Awards program was first discussed at the May 2012 Board meeting (see excerpt below). At the September 2012 Board meeting, the program was put on hold until the May 2013 Fall Gala (see excerpt below). **Lynn Krogh**, although he has expressed his intention to resign as a Director when his term expires (March 11, 2013), offered to continue his participation on the Promotion Committee as it pertains to the Great American Awards program.

Excerpt from minutes of May 14, 2012, Board meeting

Great American Awards program. General review and discussion of *All-American Boys Chorus GREAT AMERICAN Awards* (attachment "M"). Initial list of nominees (community leaders, business-related, or charity involvement) includes the following:

Sandy Segerstrom-Daniels
Terry Dwyer
Sarah Murr
Bob Haskell

George Argyros
Chuck Smith & Linda Hoag-Smith
Victoria Rogers
Donna Crean
Steve Beazley (former CEO of the Fair)

Lynn Krogh will prepare a draft letter that will go to nominees, making sure that the nominees understand that they are potential awardees; that they must participate to receive the award; and confirming that they can participate and commit to attending the Fall Gala. Once the commitment is confirmed, final arrangements will be made for the award (plaque, certificate, etc.).

Timetable: The first award presentation is scheduled for the Fall Gala, November 2012. However, If contact with the nominees, and confirmation from the nominees, can be finalized in 30 days from this Board meeting, it provides a marketing opportunity for the Fall Gala. The timing is "sooner the better".

Excerpt from minutes of September 10, 2012, Board meeting

Great American Awards. So far, there has not been a confirmation by any of the invitees to participate in this award program at the Fall Gala; therefore, the program will be postponed until 2013, hoping that more advance planning and contact can be diverted to the awards.

Awards at 2013 Fall Gala. To facilitate what is considered the importance of the Great American Awards program, a date for the Fall Gala should be selected as soon as possible; a Fall Gala committee selected; list of award nominees created; letters to nominees prepared and mailed; follow-up.

It was decided that the 2013 Fall Gala should be held at the Radisson Hotel, Newport Beach, again. **Tony Manrique** will contact the hotel for available dates (a Saturday night in November).

PRICE: 1. Financial report and budget
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General review and discussion of *Summary Comments for 2013 Draft Budget* (attachment "F") and *Summary Balance Sheet* as of December 31, 2012 (attachment "G"), as presented by **Kim Kovacs**.

Mrs. Kovacs explained her "Revenue Model" and "Other Accounting Considerations" concepts and suggestions for more efficient financial input, set-up and reports.

"Other Considerations" were also discussed, with the following results:

- 1) "Propose that the board and management institute a financial policy and procedural process and have this documented; there seem to be a number of legacy manual systems and scattered data." -- At the next Board meeting (March 11, 2013), Mrs. Kovacs will present her specific recommendations.
- 2) "Conduct an insurance audit." -- Approved.
- 3) "Conduct an internal sales tax audit." -- Approved.
- 4) "Review current labor regulations on independent contractors." -- Ask John Page (current Chorus parent), who is familiar with labor law, for advice on this subject.
- 5) "Engage an independent payroll provider such as ADP/Paychex." -- Approved.
- 6) "Move to on-line banking with Chase." -- Approved.
- 7) "Implement Quickbooks on-line." -- Approved.
- 8) "Review last 12-24 months of donation receipts for any restrictions." -- Approved.

Mrs. Kovacs' policy and procedural suggestions will be thoroughly considered and implemented as necessary.

PRICE: 2. Concerts for 2013; goals and currently booked

The usual emphasis will be placed on obtaining concerts, particularly convention bookings and the wedding market. **Tony Manrique** is also meeting with a production company to discuss additional approaches and methods for obtaining bookings. Christmas 2012 venues will be contacted, as well, for early bookings for the Christmas 2013 season.

PRICE: 3. Chorister recruitment

Currently, there are 50 Red Shirts, 25 Blue Shirts and 9 White Shirts, with 9 auditions booked this week. Recruitment efforts are ongoing.

PRICE: 4. Fundraising update

- a. Grants. General review and discussion of *List of Grant Applications Sent in 2012* (attachment "H"). Grant results for 2012 were very good, pointing out several grants received in November and December from Segerstrom Foundation, The Charitable Foundation, Edison International and Pacific Life (the Chorus will actually get the check from Pacific Life on or about January 24, 2013), plus an anticipated donation from Wells Fargo in the amount of \$1,500 (due to **Bill Sanderson's** efforts).

It was suggested that a "Received" column be added after the "Response" column to differentiate between general responses or information and actual amounts/checks received. It was further suggested that a "Total" line be added after the last entry.

- b. Jog-A-Thon goals for 2013. Goal: \$70,000. With 75 boys participating, this averages out to \$933 per boy. With Staff and Alumni participating (estimated \$2,000-\$4,000), that would change the average for each boy to \$906 or \$880, depending on Staff and Alumni sponsorships. Obviously, with less boys participating this year, it will be more difficult for the boys to reach the average goal, but every effort will be made to help them. For instance, the Jog-A-Thon is scheduled for April this year rather than March, allowing the boys/families more time to get sponsors.

Bus blitzes (door-to-door campaigning) are again planned for 2013, with parent volunteers, supplies, brochures, whatever literature the boys need to hand out and promote the Chorus and their Jog-A-Thon pledges and donations.

Store blitzes will be emphasized this year, at such stores as Gelson's, Stater Bros., Ralph's, Von's. **Billy Hoffman**, recent graduate, will be the "Store Campaign Coordinator". **Billy's** own experience with the Jog-A-Thon, bus blitzes and especially asking for sponsors at stores makes him an excellent coordinator for the store blitzes. A spreadsheet of time slots and store locations will be set up for boys and parent volunteers, to either be assigned or choose a convenient time and location.

- c. Overall. General review and discussion of *AABC Inspire Campaign* (attachment "I").

Excerpt from minutes of November 19, 2012, Board meeting

So far, the \$200,000 "INSPIRE" capital campaign has generated \$54,000. Directors were encouraged to set up their own Razoo online donation account. **Bill Sanderson's** email of November 20, 2012, explains the procedure and a suggested letter to family and friends, and is included in these minutes as attachment "G". Besides Razoo, Directors were encouraged to make phone calls, emails, letters, personal contacts.

NEW BUSINESS

Amendment to Bylaws of The All-American Boys Chorus to resolve the issue of a Director being the Parent Representative for a one-year term.

Article 3, Section 3.3, Election and Term of Directors, currently states:

"Directors shall be elected at each annual meeting of the board of directors, by plurality vote of the directors in office immediately prior to the annual meeting, to hold office for a three (3) year term. Election of directors by written consent without a meeting requires the unanimous written consent of all the directors then in office. Directors may be elected between annual meetings. Each director, including a director elected to fill a vacancy, shall hold office until the expiration of the term for which elected and until a successor has been elected."

ON MOTION DULY MADE, SECONDED and CARRIED, Article 3, Section 3.3, Election and Term of Directors, Bylaws of The All-American Boys Chorus, is amended as follows:

"Directors shall be elected at each annual meeting of the board of directors, by plurality vote of the directors in office immediately prior to the annual meeting, to hold office for a one (1) year term or a three (3) year term. Election of directors by written consent without a meeting requires the unanimous written consent of all the directors then in office. Directors may be elected between annual meetings. Each director, including a director elected to fill a vacancy, shall hold office until the expiration of the term for which elected and until a successor has been elected."

VI. **THANK YOU**

Christmas season

To all the **boys and parents** for a marvelous and exciting Christmas season.

To **AABC families** that placed CD consignments.

To **AABC parents Holly Bastidas** for chairing the "Christmas Time Is Here!" concert and **Heather Reekstin** for coordinating the concert opportunity drawing.

To all the **parent volunteer helpers**.

To the **Foresters** for donating the funds for the prizes for the opportunity drawing.

Part Parent

To **AABC parent Annie Kirkby** for her years of dedication and hard work as Second Tenor Part Parent

Office

To the **AABC's Kwok Family** for donating a new vacuum for the offices.

VII. **DATE and TIME OF NEXT MEETING**

Regular Board meeting

Monday, March 11, 2013

6:00 p.m.

Orange County Fair Silo Building, 88 Fair Drive, Costa Mesa

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

IX. **ADJOURNMENT**