

**ANNUAL MEETING
BOARD of DIRECTORS
THE ALL-AMERICAN BOYS CHORUS
July 8, 2013 - 6:00 p.m.
Held at Marc Pridmore Designs (conference room, 2nd floor),
3089 Briston Street, Costa Mesa, CA**

Directors present	Nina Ebner Russell Bell Tom Courtney Ed Dunn Lynn Gardner Diana Hoffman	Kim Kovacs Anthony Manrique Rita Pipta Bill Sanderson Cassady Taylor Shirley Werner
Directors absent	Wendy Ahlering Steve Shaw	
Director/Parent Rep. present	Russell Bell	
Staff present	Aaron Cassaro	
Minutes	Shirley Werner	
Guests present	Barbara Bell, Fall Gala Tracy Hughes, Fall Gala	

ATTACHMENTS

A	Agenda
B	Artistic vision: Wesley Martin email/report 07/08/13
C	Fall Gala draft invitation letter & sponsorship opportunities (4 pgs.)
D	All-American Boys Chorus GREAT AMERICAN AWARDS

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

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

ON MOTION DULY MADE, SECONDED and CARRIED, the minutes of the May 13, 2013, Board of Directors meeting were unanimously approved.

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

Artistic Vision: Wesley Martin

General review and discussion of *Wesley Martin email/report of July 8, 2013* (attachment "B"), noting membership of 91 and comments on Recruiting, City of Costa Mesa Mayor's Award, Pearson Park performance, camp, and July 13th Summer Concert at Soka University.

Jason Switzer, who graduated from the Chorus in 1993 and who continued his musical training and career in opera, will be performing one or two songs at the July 13th Summer Concert, as well.

It was noted that membership of 91 is on schedule as of June, with 9 more members needed by the end of this year to meet stated membership goals.

No attrition is anticipated at the Summer Concert, so the membership number should remain as shown.

Ticket sales for the Summer Concert are at approximately 360. Breakeven is 450. Usually about 60 tickets are sold at the door. Ticket sales through Goldstar are currently 33, an increase over 2012.

The Chorus is featured on Goldstar's website this year. On Goldstar's e-blast to its members, the Chorus is featured at the top of the list.

Monies generated from online ticket services come to the Chorus once a week by direct deposit. Monies generated from Goldstar ticket sales will come to the Chorus after the concert (in this case, the July 13th Summer Concert).

The approach or process to advertise and promote concerts and ticket sales includes the Chorus's website; Ticket Turtle; Facebook; Goldstar; postcard mailings; press release to 137 media contacts, with a follow-up press release; email blasts every week to ten days.

It was suggested that the Chorus exchange mailing lists with other organizations (cross-marketing) for outreach opportunities and for new sources of concert attendees and ticket sales.

Soka University is very good on advertising and promoting its entertainment, with local newspaper advertising, e-blasts, etc., and always highlighting and providing details on the performers, including The All-American Boys Chorus. As a current example, see Soka's website that highlights the Chorus's July 13th appearance: http://www.performingarts.soka.edu/news_events/events/2013/07/all-american-boys-chorus---the-dream-goes-on.aspx.

Fall Gala: Barbara Bell & Tracy Hughes

General review and discussion of *draft letter* (attachment "C"), an invitation to attend the Fall Gala:

- Saturday, November 2, 2013, 5:00 p.m.
- Radisson Hotel, Newport Beach
- Ticket price, \$70, with a discounted price available to alumni
- Cocktails, dinner, silent and live auctions, entertainment by the AABC
- Theme, "Country Roads"
- Great American awards

- Tables: 10 per table

A marketing packet will target a VIP list for ticket sales, plus online invitations (paperless posts), and to obtain sponsorships.

Efforts to obtain auction items should start now. Suggested items are PBS (on-site experience); City of Costa Mesa (lunch with the mayor, tour of city hall); Michael Kaiser (tickets, VIP package); Clippers; USC; Lakers, golf courses; country clubs; restaurants; hotels; Ducks; combination vintage automobile/weekend package. Any other items obtained for the silent and live auctions are welcome.

There are two Great American Awards being presented at the Fall Gala: **Peggy Goldwater Clay** and **Sarah Murr** (both are described on the invitation letter). (As a reminder, a description of *All-American Boys Chorus GREAT AMERICAN AWARDS* program is included in these minutes as attachment "D").

For coordinating purposes, send Fall Gala comments and suggestions to Tony Manrique who will then send responses on to the appropriate Fall Gala chairmen.

IV. **THANK YOU**

Picnic

- **AABC parents Jim Corbett, Shannon Cutler and Heather Reekstin** for their help in setting up and operating the family picnic.
- **Pastor Pat Cottrell** for the use of Calvary Baptist Church barbecues.
- **Rita Pipta** for updating and maintaining the picnic workbooks and for organizing and procuring the supplies.

Rehearsals

- **Congregations of Calvary Baptist Church, Huntington Beach, and St. Paul's Episcopal Church, Tustin, and Rev. Pat Cottrell and Rev. Kay Sylvester** for hosting rehearsals in preparation for the July 13th summer concert and summer tour.

V. **APPOINTMENT OF OFFICERS**

ON MOTION DULY MADE, SECONDED and CARRIED, the appointment of officers for a one-year term (July 2013-July 2014) was confirmed as follows:

Bill Sanderson	Chairman of the Board
Anthony Manrique	President/CEO
John Dunn	Vice President
Kim Kovacs	CFO/Treasurer
Shirley Werner	Secretary

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

Regular Board meeting

Date: Monday, September 9, 2013

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

Location: Orange County Fairgrounds, Silo Building, Costa Meas

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

VIII. **ADJOURNMENT**