

**REGULAR MEETING
BOARD of DIRECTORS
THE ALL-AMERICAN BOYS CHORUS
September 16, 2013 - 6:00 p.m.**

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

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

ATTACHMENTS

A	Agenda
B	Layout of Australia/NZ tour (2-sided), describing activities, concerts, etc.
C	Newspaper article highlighting the boys
D	Newspaper article: "Your Presence is Re-Chaired"
E	Recruiting Plan for The All-American Boys Chorus
F	Grant and Sponsorship Committee Update as of September 16, 2013
G	AABC 2013 Actual to Budget
H	Grant Applications Submitted in 2013 - updated September 16, 2013
I	All-American Boys Chorus Fundraising Campaigns Calendar
J	The All-American Boys Chorus - 2013 to 2015 Strategic Plan / Tracking and Status Report

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

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

ON MOTION DULY MADE, SECONDED and CARRIED, the minutes of the July 8, 2013, Board of Directors meeting were unanimously approved.

III. **THANK YOU**

To **AABC Parents** who are volunteering and staffing the Chorus booth at the Festival of Children during the first four weekends of September 2013 (**Sue Martin** is heading up the volunteers for the booth).

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

Artistic Vision: Wesley Martin

General review and discussion of recent tour to Australia/New Zealand (attachment "B") that included performing for five prestigious private boys' schools, grades 7-12, and a co-ed school; performing at churches and with choirs including the Southern Gospel Choir; participating in choral workshops; guided school tours and interactions with students in their classrooms; newspaper articles (attachments "C" and "D"); home stays with families from the schools; sightseeing; Maori war dance experience; jet boat trip; visit to Tasmania. The tour was a spectacular and unique experience for the boys and Staff. Photos will be online soon.

Workshops were very well received, and it was suggested that the Chorus, when negotiating bookings, consider offering a workshop as part of the Chorus's appearance (where appropriate as far as venue and organization). Staff's experience with workshops is excellent, well prepared, always welcomed by teachers and music instructors. For instance, in 2014 **Wesley** will be conducting a workshop for teachers, in conjunction with an educational outreach performance at the Cerritos Center, for which the Chorus will receive a fee.

Suggestion: Whenever possible, ask for testimonials that can be added to the Chorus's website.

Graduate Chorus: October 8, 2013, first rehearsal.

Music Reading program: Starts up again on September 28, 2013.

Honor Choir: **Wesley** would like to establish a new choral concept, an "Honor Choir", to perform at holiday or summer concerts, for recruiting purposes and also to expand the Chorus's profile and community outreach.

Executive Director Update: Tony Manrique

Tony reiterated that, from the boys' and Staff's viewpoint, the Australia tour was outstanding. He further mentioned, that from a business viewpoint, the organizer of the tour had never done anything like this before. One of the travel glitches that occurred was with Staff accommodations. The organizer also could not deliver on certain revenues he had planned for, such as ticket sales to concerts. For accounting purposes, the Australia tour will be a break-even tour at best. (When there are schools and other government-type agencies or organizations involved, planning, scheduling and commitments take on their own meaning and considerations, all of which will be taken into account for future overseas tours.)

2014 summer tour: Canada, July 17-August 9, 2014 (approximate dates).

Three-year plan: 2012 - Year 1: a Spring tour and a shorter Summer tour

2013 - Year 2: a major Summer tour (such as Australia in 2013)

2014 - Year 3: a major tour (such as Canada in 2014)

2015-16-17 (return to the three-year plan)

Staff	
Aaron Cassaro	Production manager
Youssef Hanna	Stage manager and evening/Saturday rehearsal
Garrett Sanderson	Webmaster, stage manager, evening/Saturday rehearsal
Andrew Petracca	Thursday evening repertoire rehearsals
Peter Raia	Facebook updates, YouTube, Instagram, possibly Twitter; alumni spotlight features for website; compiling list of church choir directors
Tony Hanna	Marketing to conventions/corporate, senior groups, civic events (e.g., tree lightings) and country clubs
Wesley Martin	Artistic director
Laureen Santos	Bookkeeper
Tony Manrique	Executive director
Rita Pipta	Grants & Office volunteer

Staff will meet once a week to set goals, review current activities, brainstorm new methods and procedures, set action steps individually and as a team. Staff will focus on, among other projects, recruiting, Christmas and Summer concerts, bookings, online presence, Jog-A-Thon, and nonevent fundraisers, such as poinsettia sales.

Diocese of Orange connection: Staff was asked to send a soloist (to perform "Don't Cry Mother Dear" from *Amahl & the Night Visitors*) to a special concert held at the home of the new Roman Catholic Bishop of Orange, Most Reverend Kevin Vann, who is a music lover and musician himself, and is interested in making the new Christ Cathedral (formerly Crystal Cathedral) as a cultural center for the county. Staff has been asked to send a soloist again on November 8th when the program will be repeated (and expanded) at the Christ Cathedral campus in the 300-seat theater located in the newly-named Cultural Arts Center. Staff might also send a Chamber Choir to perform additional song(s). It is hoped that the collaboration/connection with the Diocese of Orange will be a source of recruiting (69 parishes and approximately 40 elementary schools) and also a potential site/venue for Kidsing (which is a new community outreach music education initiative in our Artistic Vision).

Concerts for Veterans: This is a community service outreach program by the Chorus, scheduled at community centers in Garden Grove, Costa Mesa, Anaheim and San Clemente (the cities are providing the community centers at no charge to the Chorus). Each concert benefits a local veterans' or community service organization. If sponsorships were available, one concert would be \$1,000, or \$5,000 for the series.

2014 budget considerations:

- (1) a second uniform "look".
- (2) re-wrapping and painting the bus (with the potential of a business using the bus as an advertising tool; for instance, "X Company Proudly Sponsors The All-American Boys Chorus").
- (3) Windows XP conversion. Windows XP will no longer be serviced after April 2014, so new computers will need to be purchased and converted over.

Tuition & Recruiting Committee Report: Wesley Martin, Tom Courtney

A "Parent Recruiting Committee" is being established. Parent referrals are often the most successful of the various recruiting methods. A recent Festival of Children appearance resulted in three possible members. **Wesley** also attended a back-to-school night at an Orange County elementary school, 200-300 in attendance.

General review and discussion of *Recruiting Plan for The All-American Boys Chorus* (attachment "E"), outlining goals, resources, message for parents and message for boys.

Fall Gala: Tracy Hughes

Ticket sales: Currently not quite at 100; the goal is 300.
Auction items: 120 so far; the goal is 200. The items will be separated into three categories--live auction at the venue, silent auction at the venue, and on-line auction.
Bidding for good: Going live on October 5th.
Awards: 2-minute awards presentation for the honorees, with the boys singing in the background.
Lynn Krogh, former Director, has donated the awards and offered to M/C the program.

V. **CAROUSEL OF POSSIBLE DREAMS**

Bill Sanderson has committed to participate in the November 6, 2013, fundraising event called Carousel of Possible Dreams to be held at Disneyland on the King Arthur Carousel.
Location (http://www.festivalofchildren.org/site/TR/Events/TR_COPD_OC?pg=entry&fr_id=1290), with hopefully five additional "riders", to raise \$5,000 each, or a total of \$30,000.

VI. **COMMITTEE REPORTS**

GRANTS & SPONSORSHIPS (Diana Hoffman, Kim Novacs , Rita Pipta, Tony Manrique)
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General review and discussion of *Grant and Sponsorship Committee Update as of September 16, 2013* (attachment "F"); *AABC 2013 Actual to Budget* (attachment "G"); and *Grant Applications Submitted in 2013 - updated September 16, 2013* (attachment "H").

PERFORMANCE REVENUE (Russell Bell , Tony Manrique)
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Efforts to book more concerts continue. The Chorus joined one convention bureau, with plans to join another one in the near future.

CONCERT PROMOTION /PR/MARKETING (Tom Courtney , Lynn Gardner, Diana Hoffman, Kim Kovacs, Tony Manrique)

Efforts to promote and market the Chorus continue.

CAMPAIGNS (Russell Bell, Ed Dunn, Tony Manrique, Bill Sanderson)
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General review and discussion of *All-American Boys Chorus Fundraising Campaigns Calendar* (attachment "I").

STRATEGY (Bill Sanderson , Cassady Taylor)
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General review and discussion of *The All-American Boys Chorus - 2013 to 2015 Strategic Plan / Tracking and Status Report* (attachment "J"). The bottom line is that everything is important and critical.

BOARD DEVELOPMENT (Tom Courtney , Tony Manrique, Bill Sanderson)
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Ongoing.

Bill Sanderson offered a "percentage" view of the committees, i.e., the committees should be viewed as being responsible for development and promotion within their designated committee responsibilities that theoretically develops into income for the Chorus. In other words (and the numbers are not precise, only for discussion purposes at this time), Tuition & Recruiting represents approximately 25% revenue; Grants & Sponsorships, 9%; Performance Revenue, 16%; Concert Promotion/PR/Marketing, 7%; Campaigns, 32%; Strategy, 12%; Fall Gala, 10%; Jog-A-Thon, 12%.

VII. DATE & TIME OF NEXT MEETING

Regular Board meeting, Monday, November 11, 2013, 6:00 p.m.
OC Fairgrounds, Silo Building, Costa Mesa, California

VIII. ADJOURNMENT