

**Minutes of Board of Directors Meeting  
Society for the Preservation and Encouragement of  
Barber Shop Quartet Singing in America, Incorporated  
April 14, 2013**

Meeting called to order by President Shannon Elswick at 8 p.m. EST on April 14, 2013.

The meeting was opened with:

Quorum: The Secretary confirmed the presence of a quorum.

The following were present:

**Officers**

Society President Shannon Elswick  
Society Immediate Past President Alan Lamson  
Society Executive Vice President Don Fuson  
Society Executive Director and Secretary Marty Monson (non-voting member)

**Board Members**

Rick Ashby  
Gerry Borden  
Clarke Caldwell, Harmony Foundation President/CEO (non-voting member)  
David Calland  
Joe Cerutti  
John Miller

The following were absent:

Society Treasurer Dwayne Cooper  
Gary Plaag

**Society Staff Present**

Rick Spencer Director of Operations

Guest

District Presidents' Moderator Bill Colosimo  
Society Nominating Committee Chair Joe Berger  
Governance & Bylaws Committee member Chris Buechler  
Society Operations Team member Steve Wyzomierski

#### Meeting Appointments

Rick Ashby as Sergeant-at-arms  
Chris Buechler as Parliamentarian  
Gerry Borden as Parking Lot Attendant  
Don Fuson as Governance Advocate

#### Minutes

The minutes of the March 17, 2013 Board meeting and any WebEx Board meetings held between April 14<sup>th</sup> and the 2013 International Board meeting will be submitted for Board approval at the Toronto International meeting.

#### District Presidents' Moderator

President Elswick recognized District Presidents' Moderator Bill Colosimo.

Mr. Colosimo updated the Board on the following topics:

- Appreciates the opportunity to be included and representing the District Presidents. Also appreciates Marty and the Headquarters staff for their support and cooperation.
- DP Council met via teleconference March 17, 2013.
- DP Council will hold their next teleconference on April 21, 2013.
- DP Council is developing Task Forces in support of Society Aims
- DP Council report thoughts on AIMS development.
- DP Council report on Chapter Health initiative for chapter growth.
- DP Council expressed concerns about the youth camp.
- District participation for the historical display has been low due to tight budgets, but additional options will be discussed at the DP Council Teleconference on April 21, 2013.
- DP Council appreciates and is thankful the Board has approved the new Contest and Judging regulations allowing Districts to adjust their contest dates for the spring and fall.
- DP Council has been encouraged to recruit volunteers to support the 23K project.

## **Nominating Committee**

Mr. Berger Chair of the Society Nominating Committee reported that the committee is waiting on responses from Board members. At this time the committee is still in need of additional nominees. The committee expects to present final candidates by the beginning of June.

## **CEO Report**

CEO Marty Monson reviewed his vision for Best in Class for Society leadership and training. Society CSLT Committee member Steve Wyzomierski is working with Society staff towards the development of the subject content of Best in Class materials and the vehicles to deliver this content. The need to develop broader curriculum and enable online training was discussed.

## **Chapter Visitation Program Summary**

The summary of the 2011 collected data was presented by Rick Spencer. The data indicates a need for the Society to develop strategies in five main areas:

- Recruitment
- More visits and communication from District, Society Staff, and Society officers
- Music coaching for chapters
- Aid chapters with planning and implementing shared activities with other chapters
- Modernize music and arrangements available through the Society

## **75<sup>th</sup> Anniversary**

CEO Marty Monson and John Miller, member of the 75<sup>th</sup> Anniversary Committee reported on the success of the Society's 75<sup>th</sup> Anniversary celebrations held on April 11<sup>th</sup>. Social media and national coverage on NBC played a huge part of the day's success.

## **External Communication Engagement**

Mr. Monson has continued his effort in meeting with communities outside of the Society. He has engaged a non-traditional marketing firm to help the Society's external communication. No budget changes are needed to fund this cost.

## **Mixed Harmony Task Force**

Joe Cerutti updated the Board on the development of a possible mixed harmony affiliate. It is hoped that a mixed harmony affiliate would be a self-sustaining community. Joe Cerutti reported that a group of interested individuals have volunteered to work on the establishment of an affiliate mixed harmony organization.

Motion made, seconded, and unanimously passed: to receive the Mixed Harmony report.  
Motion made, seconded, and unanimously passed: that the Barbershop Harmony Society Board and staff support the creation of a Mixed Harmony Affiliate organization, continue to provide as many mixed harmony opportunities as soon as possible including Society educational offerings, and encourage all districts to include mixed harmony groups in all of their educational and convention activities.

### **Global Strategy Task Force**

No official report was received; however President Elswick updated the Board on behalf of Gary Plaag.

### **23K Update**

President Elswick presented a report on behalf of the task force.

- There have been 317 completed interviews – 205 interviewees were willing to volunteer for additional Society need based on their skill set
- Of the 317 interviews:
  - 54% indicate their BHS experience has been extremely positive; 92% positive to extremely positive
  - 76% are engaged as an active member of a chapter; 8.7% are not active due to lack of fun at chapter meetings; next highest reason of inactivity is due to poor health.
- There are 240 additional calls in process

### **Bylaws/Policy Manual Review**

President Elswick has proposed to G&B to move the committee descriptions to the Policy Manual. The Bylaws would reflect which committees are protected within the Bylaws. However the descriptions will be available in the Policy Manual in order to reduce duplication. He recommended and noted where some descriptions should remain in the Bylaws. President Elswick will update the board at the May 12, 2013 teleconference.

### **Parking Lot**

Gerry Borden reported on the following Parking Lot items:

1. Nominating Committee – slate by early June
2. Global Strategy Task Force update May 12, 2013
3. Ethics Committee report May 12, 2013
4. Foundation for a Lifetime of Learning Task Force update May 12, 2013
5. Committee descriptions in Policy Manual versus Bylaws for Toronto meeting

## **Harmonizer Schedule**

Mr. Monson updated the Board on the current timeline of the Harmonizer magazine.

## **Adjournment**

The meeting was adjourned at 10:02 pm Eastern.

Respectfully submitted,

Marty Monson, Secretary

Approved