



## HARRISBURG GAY MENS CHORUS

*Minutes, Board of Directors Meeting: Nov. 17, 2013*

LOCATION: Unitarian Universalist Church, 1280 Clover Lane, Harrisburg, PA 17113

ATTENDING: Jordan Markham, Eric Laumer, Kevin Wagner, Marlene Kanuck, Ed Diel, David Zayas, Jeff Mitchell, Bob Nease, Robb Papapietro,

ABSENT: Kelly McEntee

GUESTS: None

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1. CALL TO ORDER: Meeting was called to order at 6:02 PM by Jeff Mitchell
  2. MEETING AGENDA: Motion to accept by Eric, 2<sup>nd</sup> by Bob, discussion – no additions. All in favor to approve, motion passed.
  3. MEETING MINUTES 10/20/13: Motion to accept made by Kevin, Ed 2nds. All in favor to approve, Eric abstains, motion passed.
  4. EXECUTIVE REPORTS:

### PRESIDENT:

- SPECIAL PROMOTIONS – BAR 704: Thanks to arrangements made by John Folby, we were able to promote HGMC events at the **704 Lounge** on Friday, November 1 and 8, 2013. John Folby and I sold Condom Raffle Guesses and promoted the Halloween Dance Party event as well as our Winter Concert. Bill Sprout joined me on the 8<sup>th</sup>. Each night we stayed for three hours and did generate interest, but little in the way of actual sales. We sold under \$40. worth of (\$1.00 each) Condom Contest guesses. Bill did an impressive job with getting the Bar Patrons to come over and contribute. Without Bill's effort last Friday I doubt we'd have made any income, so many thanks to Bill Sprout!
- AREA GAY CHORUS COLLABORATION: Through communication on our web-site, Kevin Wagner put me in touch with the President and Marketing staff of the **Philadelphia Gay Men's Chorus**. They are outreaching to area Chorus' to promote them in their Winter Program. I expressed to their Director (Joe Buches) that we would be interested in collaborating with them sometime in the future. They seemed receptive to that idea.
- JUMP STREET GRANT: I dropped off our Grant Award Agreement contract at Jump Street on Thurs. November 7. Melissa Snyder says the checks are being processed and should be in our hands by this week. We must keep detailed records of all monies spent for the Spring Concert and make sure to credit PPA in all advertising for the Spring Concert. I have mailed the Grant Logo to be used in our Posters and Program to Kevin Wagner and Kevin Nield.
- I attended the Production Meeting hosted by Committee Chair Paul Foltz on Nov.6 at 6:30 pm.
- SEASON EVALUATION: As Co-Mentor with Paul Foltz, we are working on getting feedback from the Chorus on Jordan Markham's role as AD for the first half of his provisional contract with the HGMC. We will have a letter out to the Chorus later this week scheduling a meeting for all Chorus Members the Monday following our Dec. 8 Concert. (Meeting will be scheduled for Monday, Dec. 9 at 7pm). The meeting will be a forum to provide written and verbal feedback to present to the Board at our December 15<sup>th</sup> Meeting.
- HALLOWEEN FUNDRAISER: Kudos to Eddie Diel for organizing what turned out to be a very successful first time out for the Halloween Dance Party Fundraiser. Many thanks to Jefferson Rougeau for his amazing work designing for our space at the Mannerchor and Kelly McEntee,



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**John Folby** and all others who donated food as well as the **many HGMC friends and members** who helped out in a variety of ways to make the Fundraiser a success.

- FAB: Our Performance at **FAB on Nov. 9** was a mutually beneficial opportunity for us to work with our Sister Chorus the CPWC. The venue was not adequately suited for us, but we did make a positive impression on the LGBT community. We earned \$250. For this engagement.

Jeff Mitchell

### VICE PRESIDENT:

- Wow what a wonderful November we had!!! The Halloween fundraiser was a great success. I hear from Kevin that we made \$710. This is a great first attempt but I know that we will do a bigger and better party/fundraiser next year. I want to thank the entire board and all members of the chorus for their assistance in making this a wonderful evening. Special thanks to Jefferson for his generous donation of talent. He did it all for free!!!!
- We are already in the planning stages for making next year's Halloween fundraising bash a bigger and better success. Some of the ways we are planning on doing this are increasing ticket prices to at least \$15, and to find a bigger and better venue.
- The February fundraiser is already in the planning stages. I am looking for a venue. I am thinking it will probably be at the 704. I'm hoping to make contact with their management this week. The event will be similar to last year's Cabaret.
- I attended the Women's Chorus spaghetti dinner to support their chorus and to represent ours. The evening was a great time and I was able to connect with many members of our community and remind them about our upcoming concerts.
- I spent two days working at the farm show complex. I will say I had more fun this time than ever. Boy were we busy.

Ed Diel

### SECRETARY:

- September Minutes were uploaded to Musetta on Oct. 21, 2013
- October Minutes were circulated to the Board on Nov. 5, 2013
- I worked two shifts at the Horse Show at Farm Show (6AM Sunday)
- I sold \$75.00 worth of BonTon coupon books netting the \$\$ and additional promotion storewide for two weeks.
- Singer Recruitment – plans are in the works for a multi-date e-blast/promotion for January Singer Recruitment.

Eric Laumer

### TREASURER:

There was no Financial Committee meeting for the month of November.

- The Sovereign bank accounts were officially closed on Saturday, November 9, 2013. All monies have now been transferred to our Members 1<sup>st</sup> accounts.
- The Halloween Dance Party netted the following:
  - Total tickets sold (70) = \$700.00 (4 tickets from online)
  - Condom Guesses (20) = \$20
  - 50/50 Raffle = \$30
  - Total Revenue = \$750.00
  - Maennerchor rental = \$350.00



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- **TOTAL NET PROFITS = \$400.00**
- GALA Savings:
  - There currently stands a balance of \$718.53 in the GALA Savings Account from the 2012-13 budget year.
  - We have budgeted \$1100 for each year over the next three years in order to pay for the artistic director and accompanist to attend GALA. HGMC has always fully paid for the these two persons to attend.
  - We have budgeted an additional \$2000 each year be set aside for HGMC singers to attend GALA. Bear in mind that this has always been stated as a GOAL and **not a promise of paying their way**.
  - This would mean we need to set aside \$3300 per year (or \$275 per month) in order to meet our GALA funding for the 2016 event in Denver.
  - **NOTE** – We are one of only a few choruses that pay for our singers to attend GALA. Most choruses do **NOT** pay their singers way and set up a type of payment schedule to help their singers achieve attendance.
- All treasurer reports are attached.

    
PROFIT & LOSS      PROFIT & LOSS -      BALANCE SHEET -  
DETAIL - CURRENT YINOVEMBER 2013.pdf NOVEMBER 2013.pdf

Kevin Wagner

### ARTISTIC DIRECTOR:

- FAB notes: The venue and projection were definitely challenges. Jeff notes that as the Center alternates its entertainment, they probably won't be asking us again for a long while.
- Christmas – We need to rehearse with the Womyn again – Victor has not yet responded to requests.
- Spring Music has been pulled – we're also seeking a Musician since there are additional funds available. Anything that can be used for the Carnival theme. Marlene: Dec. 12<sup>th</sup> Mixer – the program is usually @ 30 minutes – maybe three songs each and some sing-a-longs? Christmas music? She needs a list of members, Eric to forward e-mail addresses to her tonight.

Jordan Markham

### 5. COMMITTEE REPORTS

- FINANCE
  - Bullride is filling well – only 2 slots left. Check from the Horse show still expected.
  - BonTon books sold by Eric. \$75.00. Awaiting check as well.



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- ANNUAL REPORT

Let me begin by saying this report **will** change by the time of the board meeting, but I wanted you to have documentation prior to your meeting as a “work-in-progress.” I hope to have the up-to-date figures as of the 17th to you via paper copies with Kevin for your meeting.

**The current combined total of advertising income and paid sponsorships** (both one-time donations and pledged payment plans) **comes to \$5,145.00**. Last year’s pledged payment plans came to \$1,300, compared to \$2,020 this year to date. Last year’s one-time sponsorships totaled \$1,825 and this year so far we have just \$1,025. Last year’s total, however, is skewed because of the number of “\$25 for 25” donations we received, but we still have a **number** people I expect to hear from (and chorus member reps making inquiries). I’m also hopeful more members will step forward as financial sponsors.

**Statistics to date:**

- See New Statistics below ( as of Nov. 17)

Spacemart Self-Storage Mechanicsburg has been added again as a Major Donor and I have confirmed our arrangement with them for the current (2013-14) fiscal year, i.e., a full-page ad and their logo on all print ads and the website, in return for waiving the fees for our storage area.

Attached is a list of the 2013-14 HGMC Season Sponsors to date. **Please make sure that I have listed name(s) under the correct sponsor category!**

2013-14 HGMC Season Sponsors (*As of Sunday, November 17, 2013*)

Season Underwriter (\$5,000+)

Concert Underwriter (\$2,500-\$4,999)

Major Donor (\$1,000-\$2,499)

**Spacemart Self-Storage Mechanicsburg**

**Unitarian Church of Harrisburg**

Major Supporter (\$500-\$999)

**Steven Creps and Jefferson Rougeau**

**Rev. Dr. Terry Drew Karanen**

**Lucy Twitchell and Deb Glorius**

Song Sponsor (\$250-\$499)

**Alder Health Services**

**Bar 704**

**Angela Dicks and Kelly McEntee**

**Redwater Designs**

Best Friend (\$100-\$249)

**Christopher Dietz**

**Paul R. Foltz**

**Peggy A. Grove**

**Mary Ellen Martindale**

**Marvin Mernick**

**Jeffrey Mitchell and Michael Jeffrey**

**Dr. Matt and Jennie Nicastro**

**Kevin A. Wagner**

Friend (\$50-\$99)

**Reneé Bartholomew**

**Susan Fahey**

**James W. and Mary J. Ford**

**Ted Neal**

**Barbara Nelson**

**Rev. Lori Rivera and Darlene Hatch**

**Cynthia Swanson**



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Statistics to date (November 17, 2013):

- Total committed revenue ads: \$2,250
- Total funds received for revenue ads: \$1,500
- Total number of revenue ads: 15
- Total number of exchange ads<sup>1</sup>: 6
- Total number of gratis ads<sup>2</sup>: 3
- **Grand total of all ads: 24**
  
- Total number of sponsors (individual or couple): 19
- Total funds received from sponsors: \$1,000 (of \$1,425 promised)
- Total funds pledged by sponsors (monthly payments): \$2,020
- Total number of corporate sponsors confirmed: 2, both Major Donors
- **Total number of season tickets: 4**

Sponsors (Pledged and/or contributed): \$3,445

Paid Advertisers (Paid or invoiced): \$2,250

**Total Campaign Projected Revenue to date): \$5,695**

Terry Drew Karanen

- PR/IT

### **Publicity for Winter Whirl**

The following items have been secured for publicizing the Christmas Cabaret as of Thursday, November 7, 2013:

- WGAL Online Events Calendar
- WHTM Online Events Calendar
- WHP-21 Online Events Calendar
- WITF – RSVPA Online Events Calendar
- PennLive – Patriot-News Online Calendar
- Cumberland – Online Sentinel Events Calendar
- Eventful – Online database of events
- WHP 580 – Online community calendar
- Events in PA – Online database of events
- American Towns – Online database of concerts
- WINK 104 – Online Events Calendar
- River 97.3 – Online Events Calendar
- W100 Radio – Online Events Calendar
- Craigslist – Event Center

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<sup>1</sup> Exchange (reciprocal) ads – our ad goes in another organizations program and we run theirs, i.e. Theatre Harrisburg.

<sup>2</sup> Gratis (benevolent) ads – ads space we offer to non-profits who continue to support the Chorus as well as the great GLBTQ community, e.g. Silent Witness Peacekeepers.



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- **Eventmap.us** – A **NEW** item – uses an app on mobile devices (and linking to Facebook) to alert people to events in their area. HGMC now has an account with them and the concert is online with the service.
- 500 Postcards have been printed using Dickinson College Print Center. I am currently working on pulling the mailing list to print the labels. The postcards will be mailed out on Monday, November 25 so that they will be received two weeks prior to the concert as a reminder to purchase tickets. There are about 100 leftover postcards that are being distributed to the chorus members to hand out to people they know.
- Posters were completed on November 1 and provided to all chorus members on November 4, 2013. 50 posters were printed for distribution.
- The Facebook page and HGMC website were updated on November 3, 2013 with the concert information.
- I also plan to have an e-blast using our Musetta list one week prior to the concert (target is December 1<sup>st</sup>).
- Last minute additions for the Lancaster concert. Event calendar pop-ups on Google are now being employed.

### **Chorus Website and E-mail Account:**

- All items are up-to-date, including the box office tab for purchase of Winter Whirl concert tickets. I also have now added the PCA logo to our website and published it to our Facebook page per the rules of the recent grant information.
- Our HGMC website has seen a **72% increase in traffic** over the past month!!! A lot of this was occurring during the week leading up to the Halloween Dance Party. We had a high of 91 hits in one day!!!
  - We have added 14 new friends to our Facebook page over the last month. Birthday greetings from the HGMC continue to go out to individuals via our Facebook page.

Kevin Wagner

### **• PRODUCTION**

- The Production Committee gathered on Wednesday November 6<sup>th</sup> at the Theatre Harrisburg Production Center office of Chairman, Paul Foltz. Attendees included Bob Eisenhour, Wayne Minich, Jeff Mitchell, Board President, Kevin Nield, Bill Sprout and Jordan Markham, Artistic Director.
- The first order of business was a review of the preparations for the Christmas Concert. A concert order was reviewed, amended and approved. A copy is attached to the end of this report. Note was made that the type of purple shirt which we hoped to use for the concert is no longer available and that alternate color choices did not work well. After reviewing the implications that this had for the color scheme of the set, it was decided that the chorus would do basic blacks again but with a gold necktie. Samples of shades of gold tie are being acquired for co-ordination with the set colors. No other area reported any difficulties in concert prep and



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volunteers for house, tech and reception are being recruited. Jeff will check with the church office as to what time on Sunday we can start setting up for the concert.

- After a brief review of the expectations for the guest concert with New Jersey GMC, we moved to the main topic for the evening; the initial discussions for the May concert, “We’re Ready for Our Close-ups”.
- Paul brought to the committee’s attention an offer that was made by Nels Martin, Tech Director of Theatre Harrisburg. Because the Theatre is regularly receiving requests to borrow film themed set pieces and props, it was offered that, depending on the outcome of the stage design, the theatre would be willing to underwrite the cost of materials for any set or prop pieces that they believe would be worth saving for future rentals to other individuals. Kevin shared one idea for a simple stage setting of floating screens and said he would talk more with Nels as to what sorts of items he might have in mind as ‘rentable pieces’.
- Discussion moved to the more fundamental aspect of what sort of shape was envisioned for the concert. The decision was made to create an experience of going to the movies in our music. This would involve an attempt at an overture or producer logo like the MGM lion roar, a cartoon or two and newsreel then on to the main features breaking midway with an encouragement to the audience to visit the ‘concession stand’ a facsimile of which could be assembled on the old theatre stage area. A desire was expressed to produce a chronology of film music as well as the possibility of grouping the music in terms of film genre (comedy, romance, western etc). There was some resistance to these types of groupings by Jordan in favor of a free floating concept.
- The focus shifted to individual music selections for the concert and they were myriad. Two main decisions that were made are 1) in order to satisfy the parameters of the grant we received for this concert, we must incorporate music from films made in Pennsylvania and, more specifically, filmed in Harrisburg. These would be Moon River or Downtown from *Girl Interrupted*, Mr. Sandman, Happy Days are Here Again or We are the Champions from *Lucky Numbers* and/or Nothing’s Gonna Stop Us Now from *Mannequin*. 2) We have to make every effort to use music which we already have in our files. Some of these pieces include the Lion King Medley, any of our 50’s Medleys, Lydia the Tattooed Lady, Let the River Run, Gabriel’s Oboe, Over the Rainbow (possibly in a mash up with Simple Gifts), The Rose, Zippe-di-Do-Dah, Pure Imagination, Rainbow Connection and Non Nobis Domine (Henry V). There were many additional suggestions all of which required further research as to music availability and necessity of arranging for men’s voices. A few titles that seemed very popular with the committee were Requiem for a Soldier, the Streets of Philadelphia, Travelin’ Through, as well as Secret Love, Hi Lili, Hi Low, Raindrops keep Fallin’ on My Head, and Swingin’ on a Star. Committee members were charged to think in terms of the film experience shape we wanted to create and develop outlines for final discussion and decision at the next committee meeting. Jordan was to go through our archives to pull any other prospective titles that would be the foundation of our concert as well as do further research.



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- After noting that our next regularly scheduled meeting would occur during our tech week for the Christmas Concert, all agreed to move the meeting date one week. The next committee meeting will be December 11<sup>th</sup> at 6:30 at Theatre Harrisburg.
- The Chorus has not heard back from Kel @ UU re: set-up time on the 8<sup>th</sup>. \$200.00 Hold check is with the prior bank – Jeff to find out if they want a new check.

Paul Foltz

- OLD BUSINESS
  - No Chorus Concerns
  - LGBT Chamber Mixer December 12, 6pm. Marlene – Has list of the Womyn, EL to e-mail a list of all members of the men's chorus. What to bring. Alcohol at the theater? Plan for 100 attendees, including us. Will be one punch and one non-alcoholic one. 6-8, so a 4:30 set-up. EL - Possible flash mob-style start w/ Xmas Brunch? New carol?
  - Updates on Lancaster/Winter Whirl  
Lancaster will allow us to have the baskets in the Lobby, and Starbucks will provide the coffee for the UU Concert.
- NEW BUSINESS
  - Heidi Duckworth at PRIDE approached Robb about participating at Pre-Pride concert as last year. @June 20??
  - Next Board Meeting, Sunday December 15, 2013. 6pm UU Church
  - Written reports/agenda items due to President by Thursday, December 12, 6pm.

Adjournment – RP/EL, all in favor. 6:45