

**Central States District Board Meeting
Coralville Marriott Hotel and Convention Center
Coralville, IA
Friday, April 26, 2019**



Where the Harmony Began

President Schuetz opened the meeting at 8:30 a.m. with the singing



of “The Old Songs” led by Music and Performance V.P. Jeff Veteto. We will be using Robert’s Rules of Order for Small Boards.



Present: President, Chad Schuetz; Executive Vice President, Duane Lawson; Immediate Past President, John Marshall; District Secretary, Mark Fuerniss; District Treasurer, Larry Warrick; Nebraska State Vice President, David Montgomery; Kansas State Vice President, Mike Shepherd; Iowa State Vice President, Lyle Schwery; Absent: Paul Fuhrmann, Missouri/Arkansas State Vice President; South Dakota State Vice President position vacant. Special Guests: Society CEO Marty Monson; Past Society President Don Fuson, Society Board Member John Donehower, President Schuetz recognized past district presidents Harvey Kiser and Don Fuson.

Self-Introductions: Matt Suellentrop, Events V.P.; Jeff Veteto, Music and Performance; David Montgomery, Nebraska State V.P.; Marty Monson, Society President; John Donehower, Society Board Member; Duane Lawson, Executive V.P.; Lyle Schwery, Iowa State V.P.; Carter Combs, District Contest and Judging; Mike Shephard, Kansas State V.P.; Larry Warrick, District Treasurer; Tom Schulein, District Historian; Mark Fuerniss, District Secretary; Brett Randolph, Chapter Support and Leadership Training V.P.; Harvey Kiser, Past District President; Don Fuson, Society Representative and Past District President; Doug Brott, Convention Chairman; Paul Neilsen, Mason City Chapter representative.

Convention Update. Local Convention Chairman John Marshall is at the High School, District Convention Chairman Brott reported everything is in pretty good shape; 329 Registrations as of last night, anticipate walk-ups. Eighteen quartets and five choruses are competing. Because of make-up for snow days, students at City High had classes today but will be gone by the time contests starts.

Events: Events V.P. Matt Suellentrop reported on future CSD Convention sites: Lawrence, Kansas this fall at the Lied Center; Spring 2020 in Wichita at the Hyatt, April 17; Fall 2020 at Prairie Meadows Convention Center in Altoona, Iowa; Spring 2021 in Coralville, Iowa; Fall 2021 in Lawrence, Kansas; Spring 2022, open; Fall 2022 at Prairie Meadows Convention Center in Altoona, Iowa; and Spring 2023 in Coralville, Iowa. Dates are posted on CSD website,



<https://www.singcsd.com>. Leadership Academy/HEP is locked in at St. Joseph, MO and Missouri Western for February, 2020.

History Report Tom Schulein, Historian presentation: Focus on History Room at conventions has been on display boards. Over 100 boards depicting CSD history beginning in 1946. Previous CSD Historian, Jim Nugent, constructed most of these boards. Transporting over 100 boards to conventions is challenging. For whatever reason, viewing interest in the history room at conventions has been quite low. A free convention registration prize at the next convention had little or no effect on attendance. Combining the History Room with the Harmony Market Place at recent conventions has helped to some degree to get people to look at the displays. In spite of various efforts, the history display is usually located in places remote from the traffic flow of the convention goers. I have made the suggestion that we set the displays up in the hallways adjacent to entrances to the contest areas but this has not been tested very well. Security of the displays comes into play should this format be used. Question arises as to whether we should convert some or all of our displays digitally to electronic media. I have brought this issue to the board on at least two different occasions. The project would require a great number of hours for conversion and an unknown but probably high price tag for electronic hardware. Is the digital conversion to a digital display on our web site and at our conventions worth the bang for the buck? I could argue the answer is “no” even though it would be a really good thing to establish. Does the preservation of our history in a more archival form than our display boards become an important issue? April 24, 2018 Secretary Fuerniss priced electronic kiosks at TV Liquidators at \$1,800 each. Fuerniss speculated it might be nice to have perhaps six. On August 23, 2018, Amy Rose with Social Media and Communications at Society office in Nashville suggested cloud service, YouTube, or Vimeo for possible storage and presentation. She mentioned interactive digital displays “are likely to be prohibitively expensive for this type of occasional use”. Current Society grants are unlikely to provide funding for archival projects. March 5, 2019 Eddy Holt, Graphic Design in Nashville, wrote to Fuerniss mentioning tens of thousands of photos and documents held in the BHS collection. The cost of getting these preserved is staggeringly expensive! In regard to our CSD collection, a lot of expense would come into play. It was estimated that might take over a half a million dollars, \$0.40/photo, to digitize our displays with a company in California. Over time. Overtime, a number of our members could do a lot of the leg work. What efforts have been made to date? A few years ago, high resolution digital images of all the boards were made. But we haven’t moved forward with any digital conversions to electronic media or website. March 31, 2019, Don Fuson suggested using Power Point software to allow the user to select a year of a history board to view and then go to sub-images to view details of each board as fine print cannot be read from a single image. Possibly a zoom feature could also be used. We have one display board per year from 1946 to 2002 inclusive. When I became historian in 2013, I discovered no yearly history boards had been made since 2002. At my urging most of the

boards from 2002 have been completed. We now have boards from 2005 to 2014 inclusive but no boards for 2003, 2004, and 2015 – 2018. Past President Mark Erikson suggested producing “boards” in a digital format dispensing with a physical tri-fold board. Erikson may have produced a digital board but I have not seen his work. So what is in our collection, stored at a storage building? (picture) Filing cabinets contain contest results, documents, photos, and almost an entire collection of Harmonizers and Serenades. Cardboard boxes contain the display boards. Shelves house a large selection of long-playing records and some video tapes of contests and booklets produced each year containing District data on officers, chapters, choruses, quartets, etc., many of the CSD and International convention booklets, some plaques and other items. We have a collection of almost 300 long-playing records from the District and contributors of the Old Capitol Chorus. They include CSD medalists, CSD choruses performing in fall contests for almost 20 years, International top 10 quartets and later top 20. International chorus winners, AIC recording, etc. I have a turntable with a USB port so vinyl records can be converted to a Mp3 or Wave files. Dave Stock has recently digitized a great many of our Serenade magazines. Video tapes of choruses and quartets are primarily from the 1980’s and 1990’s.



What history do we have on our web site? Just this, which is nice: a listing by year of some events, listing of Central States District presidents, CSD past winners are on a different part of the web site. So what steps can we take? Might consider digitizing all the history boards with high quality images with enough detail to read everything. We could document each year’s history either on boards or digital form only as has been done by district presidents and perhaps this tradition will continue. Enhance CSD website with more information. What the Board’s current position on moving to digital displays might be an issue to ponder. C&J V.P. Combs said he has a collection of VCR and digital recordings from Bagby’s era as Contest and Judging V.P. that he will give to Schulein. BHS CEO Monson stated it is hard to justify funding projects such as this when the Society has other activities that need money. This is all part of “Americana”. Some of the fragile items may have only one shot at being digitized. The Society and other districts are in the same boat.

Society Report.

Society CEO Monson’s report. Thrill to be in my home-town and at City High School. Some key pieces of where we are at with *Everyone In Harmony*. Would like feedback after tomorrow’s Roadshow. About 70% - 75% of our chapters will remain male only. About 5% have migrated



toward mixed chorus/chapter. About half were already doing so. Chapter and District Standard Bylaws were revised and released in January, 2019. There may be upcoming revisions. As a result, some chapters are really embracing changes; a mid section that says it really doesn't impact me. We haven't lost a ton of membership. What is *Everybody in Harmony*? Business model transformation, membership dues is only way of funding our organization, move toward a value exchange at the chapter level. Insurance, BMI/SESAC fees, other products and services provided to the chapter, we charge the chapter. The district provides a lot of chapter services but doesn't charge the *chapter* for them. You charge the individual, e.g. convention and event registration fees. Charge the individual which is really a value exchange with the singing ensemble. That is the big transformation in our model. Not an individual value exchange but a chapter value exchange. Individuals have no clue, nor do they care. This business model transition has not been rolled out yet. What our members remember about the name change in 2000 is the horrible logo. But the horrible logo wasn't the reason for the name change. We wanted the public to know who we were. Adding a change in the demographics is a short-term fix, not a fix our long term challenge. Maybe right, maybe wrong. Hopefully this transformation will take our organization to a better place. We're experimenting with various value exchange models, perhaps less charge to member and more charge to chapter or singing group. A barbershopper may ask why do I need all that stuff, I just want to sing. Get to a place where it all makes sense. Evergreen District, a non-competing chapter, have an annual show, better exchange of dues and relationship with the Society. Working on a better value exchange. Develop a communication plan with them. Two key positions at Harmony Hall are chapter relations and community development, James Pennington & Devin Bradford respectively, to assist chapters. Donehower added, make sure conversation is taking place. . . . Monson: *Everyone in Harmony* training has to happen at Harmony Hall before we can expect members/public to accept it, a learning process. Chapters can have various singing ensembles, a Thursday lunch bunch, a youth group that picks up during the summer, etc. Donehower: chapters must ask themselves what kind of a chapter are we? Monson: A social chapter, a Thursday lunch bunch, a Youth group that picks up during the summer, . . . Donehower: what do we consider a success? What kind of chapter are we? A fun chapter, a social chapter, a hobby chapter, a show chapter, etc. There must be a dialogue within the chapter. Monson: Thriving vs surviving chapters. From Chapter surveys: "I'm not getting enough from my chapter." Don't fixate on choruses, think about quartets! How many quartets are out there? They exist out there! They don't see a value in belonging to the Society. How many Music Man performances? How many quartets are being generated? Must transform our organization to more singing ensembles.



"Down Our Way" song break.

Minutes of the Fall 2018 Board Meeting, Fall 2019 House of Delegates Meeting, and special meeting at Leadership Academy were posted on the District website. Corrections in the Board of Director's Meeting minutes: the South Dakota and Missouri/Arkansas State Vice President terms are from January 1, 2019 to December 31, 2020. The footers should be 2018 rather than 2918. Without other objections **the minutes of the Fall 2018 Board Meeting were approved unanimously as posted with corrections.**

Consent Calendar was also posted on the District web site. Without objections, **the Consent Calendar was approved unanimously as posted.**

Treasurer's Report. Treasurer's Report was posted on the CSD web site. District Treasurer Larry Warrick summarized the following reports.:



- **Final Fall Convention (Profit & Loss Fall Convention).** Revenue: \$49,834.78; Expenses \$74,419.72. Last fall's convention In St. Charles ended in the red \$24,584.94. In order to cover expenses, we would have had to add another \$60 to convention registrations. Income from conventions is where district gets its money to operate. When we set our registrations at \$60, we don't know whether the resulting registration income will cover our expenses. Warrick suggested using a convention budget to set registrations to cover expenses.
- **Annual Financial Report 2018 (Profit & Loss Year End, January through December 2018).** We had income of \$106,278.48; Total Expenses of \$100,421.32. With other income and expenses, for the year we were in the black \$4,570.78. That's good but doesn't help us a lot in the future.
- **2018 Balance Sheet (Balance Sheet As of January 1, 2019).** Total Assets were \$70,973.36.
- **Budget 2019**, approved by House of Delegates last fall, was set at \$1,035.00, in the black.
- **First Quarter 2019 Actual vs Budget (March Income \$ Expense Detail)**, January through March of this year, income is \$21,724.68, includes HEP/LA registrations and dues; our expenses, because of the \$20,000 bill from St. Charles Convention Center at the beginning of the year, were \$36,002.91. Bottom line is that we're in the red, \$14,914.05.

Treasurer Warrick recommended accepting the Treasurer's Report. With no objections, Treasurer's Report accepted. The 990EZ forms and a financial review has been filed with IRS and BHS.

District Business Plan History. A few years, then district president John Marshall put a business plan together. Putting together metrics helped us. Put another business plan together with conference call that didn't work too well. Used a template from Harmony Hall. How to make the business plan a living document to check our progress with goals throughout the year? A goal tracking process is used by the South Central Kansas Chapter. An individual are assigned to each goal. Track to see if they are ahead or behind schedule and identify problems. Kansas and Iowa have had regular, monthly, conference calls with their chapters establishing direct communications with their chapters. A timetable will be set up for each goal.

Monson: It's interesting to listen to how we speak, substantiate our language to substantiate our existence, instead of substantiating chapters. Use goal tracking to track existing goals. Check off goals as they are met. Hope to develop a two to five-year plan and a long-range plan.

State V.P. goals for 2019

- **Mike Shepherd, Kansas.** Goal is to visit chapters in states. Make chapters aware that district there to help them. 50% participation rate on conference calls. Share information, best results.
- **Lyle Schwery, Iowa.** Fifteen chapters in Iowa. Goal is to have better participation in conference calls, second Sunday of every month. Identify chapter advocates and assign chapter advocates to chapters. Increase participation/attendance at contests. Mason City is having a mini Harmony University. Mason City Chapter has committed to attend fall convention.
- **David Montgomery, Nebraska.** Floods in eastern Nebraska. Fremont got hit hard. Goal is to have no more floods. Difficult to find accurate contact information for chapter leaders. Intends to reestablish presidents' monthly conference calls this summer. Hopes to increase attendance at Leadership Academy/HEP and conventions.

Donehower: Ask chapters what's best for them, what's best for the District. Every year, every chapters should be encouraged to discuss "Who are we?" Has everyone identified their successor? You have not done your job until you can move seamlessly into next term.

Chapter Advocates, Brett Randolph, CSLT V.P. Originally, State V.P.s were the chapter advocates. Currently we have three chapter advocates in Kansas, four in Nebraska, one in Iowa, one in Missouri, and none in South Dakota. Looking for other chapter advocates. Advocates goal is to lead a chapter to where they want to go. Sharing district resources with chapters. Randolph encouraged contact between chapter advocates and chapters. Combs expressed concern about South Dakota getting further and further from District. There has

been some interest in reviving the South Dakota festival, there is \$2,332.75 in South Dakota festival fund.

Vacancies, PAT Report Summaries. Duane Lawson, Executive Vice President. Important to identify new blood for district leadership; chapter advocates could identify leaders. Executive Vice President Lawson wants to work with Program Administrator Team to establish communication and accountability; work with State V.P.'s, to find out what the chapters need. We do not have a youth outreach person. With new qualification process, we don't know what Next Generation quartets will be representing our district. District would like to support Youth quartets and choruses representing our District. Youth festivals taking place in the District: South Central Kansas, Kansas City, Des Moines, St. Charles. Three (senior) Varsity quartets; no Junior (varsity) quartets competing in Salt Lake. Chorus from Lincoln area, three different high schools, got a superior rating. How did they get their funding? What do they get from Harmony Foundation? Central Standard had the opportunity to participate at the American Choral Directors Association International conference, on their international stage. What can Harmony Foundation do at the District level? There will be a webcast of our quartet contest.



Chapters going to chapter shows, seems to be a disconnect. Encourage members to go to LA/HEP. Veteto regarding HEP, have had same changes in registration demographics the last five years. Two choruses participated this year. Mason City announced, **Harmony College Midwest**, first week in August, August 2 – 3, 2019. Paul Nielsen of the Mason City Chapter outlined weekend activities. Information for dissemination will be sent to Chad.

Senior Chorus, Implementation of EIH. C & J V.P. Combs stated this is the year CSD will be invited to send a **senior chorus** to Mid-Winter. Whichever Senior chorus that wins the senior chorus competition at the Fall convention will be the CSD representative. Next year, top scoring senior choruses from all districts will be invited to Mid-Winter. **Implementation of Everyone In Harmony at the district level:** Combs recommends that the District fully implement/embrace the opportunity of *Everyone in Harmony*, that is everyone is eligible to participate in the district chorus contest, same for quartets. In addition, we recognize top scoring male quartet, top scoring mixed quartet, top scoring all female quartet. **Combs moved that the district approve fully embracing and implementing all categories in our contests.** Schuetz suggested wait for direction from the Society. Combs pointed out that we are to run our International Preliminary contests according to Society Contest and Judging Guidelines. But districts can set guidelines for *district* contests. Specific awards are to be decided. Quartet participants need to be members of the district. Senior quartet prelim in the fall; district senior quartet in spring. **Motion passes unanimously.**

Discussion as to whether this decision needs approval of House of Delegates. What items need House of Delegates approval, what items don't? This decision is a Contest and Judging interpretation issue. Monson, this is an interpretation issue. Cautioned if you are not prepared with a communication strategy, ask for the House of Delegate's blessing on this proposal. Isolated decision making is a complicated thing. Donehower, there is always what you intend to say, what you do say, and what they hear.

Meeting adjourned with singing "Keep the Whole World Singing" at 11:10 a.m.



Mark Fuerniss
CSD Secretary

Chad Schuetz
CSD President

