

Mid Atlantic District Fall 2021 HOD Meeting

EVP/OPS Report
November 7, 2021



EVP/OPS Report Agenda

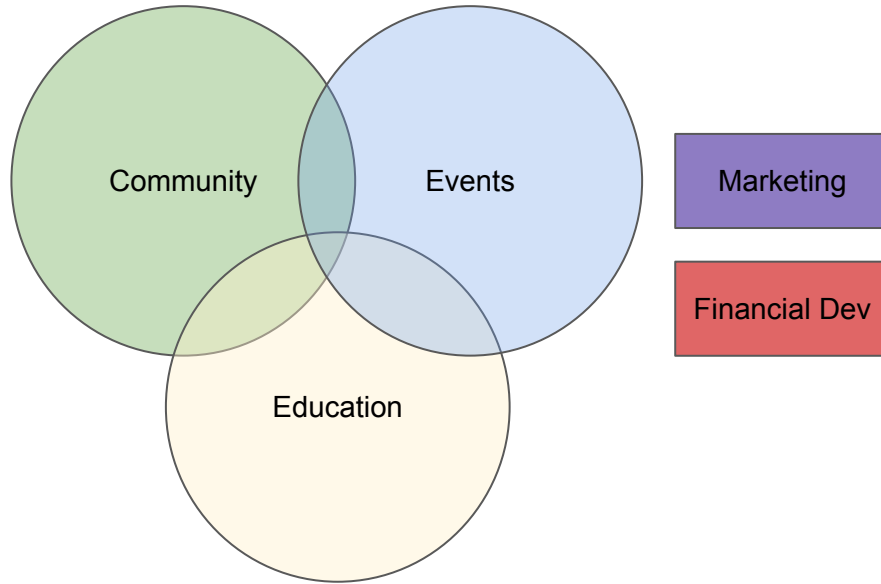
Operations Team Report

- Structure
- Marketing
- Financial Development
- Community
- Education
- Events

EVP Updates



Operations Team Structure



Community - serving our members, choruses, and quartets

Education - promoting the growth and development of barbershoppers in our region

Events - planning and executing District conventions

Marketing - efficient internal and external communications about members and event

Financial Development - managing the donations and endowment fund



Operations Team Update – Marketing

Marketing Team

The team held a meeting to discuss first steps in communicating with membership.

Short- and Long-term plans are being developed

Opening for Director of Marketing

Newsletter

Initial newsletter sent in mid-October to District membership

Some lessons learned from its distribution and branding

Logo

Discussion has started around a potential new and fresh logo for the District



Operations Team Update – Financial Dev

Endowment Fund ... I defer to Alan Wile



Operations Team Update – Community

Welcome

- Nate Barrett, Director of Community
- Katie Macdonald, Central Division VP

The focus since August has been on identifying great resources for these roles.

The leadership, including Jerry and Steve, are working to reach out to chapters this to re-build the communication link between chapters and the District and identify chapter needs.

Chapter Advocacy

Reach out initiative over the next several weeks

Community leadership to identify the best way to re-energize the Chapter Advocate Program program including review of the manual and materials

Quartet Promotion

In need of someone to take this over



Operations Team Update – Education

Welcome

- Jay Butterfield, *interim* Director of Education
- Bill Colosimo, co-Dean of HCE

Harmony College East

Thank you Glenn!!

Planning for 2022 has started

Leadership Training

Planning for either virtual or in-person training in January and February

Youth in Harmony

Excited to share two youth opportunities:

- Feb 12, 2022 - Jersey Harmony Explosion, Northern New Jersey
- Feb 19, 2022 - East Coast Harmony Explosion, NW of Baltimore



Operations Team Update – Events

Fall Convention - CANCELLED

We had ...

- Sold out Marriott rooms and engaged with two other hotels
- 24 quartets registered
- 13 choruses registered

Negotiated with Lancaster Convention Center
(details on next slide)

Spring 2022 Planning

Team met to discuss initial plans for Spring

- Combined Central/Southern - March 25/26 - looking for venue
- Northern - April 8/9 - contracted in Allentown; looking through contract specific

Contest Regulations

The team is working to update our Division, Spring, and Fall contest regs



Operations Team Update – Events

Lancaster Convention Center (LCC)

We knew we would take a loss

Michael Cawley (Events Team - Contracts)
negotiated with the hotel and convention center to
minimize our loss

Per our interpretation of the contract, the District
was on the hook for the full \$90K. However,
negotiations ended with the LCC agreeing to a
payment of \$15K covering their losses

Options to Discuss

Negotiations and contract authoring/review with the
LCC has begun for our 2022 Fall Convention



EVP Updates

BHS Member Center and District Data Feed

- BHS ... API work is set to start soon

District Documentation

- By Laws - current as of 2020; however, minor updates are desired, a Spring 2022 task.
- SOP - current as 2015; major update are in draft; goal of review/approval nu end of year
- Contest Regs - updates needed for Spring contests; authoring complete with BOD approval and BHS G&B approval forthcoming
- Ops Manual - initial draft in progress; desired timeline for Winter 2022;

Reinvigorate the Chapter Advocate Program

- As stated, our Community team will review the Chapter Advocate materials and determine best path forward for this program



Questions

Any questions?

