

The San Antonio Liederkranz

The January meeting of the San Antonio Liederkranz Board of Directors was held at St .Josephs Hall on Thursday, January 12, 2017. Board members in attendance were:

President Mark Mueller Vice President

Secretary Ted Villalon Associate Member Barbara Heckmann

Past President Gary Cook Musical Director Tom Ewing

Member at Large Todd Keller Member at Large Ken Martinez

Member at Large Raleigh Brotherman Member at Large Tony Lange

Tom Jaeckle

Board members absent were:

Treasurer Paul Aschbacher

President Mark Mueller called the meeting to order at 7:15 PM.

**Approve Minutes of Previous Meeting –** Minutes were approved, as distributed, on a motion made by Tom Jaeckle, seconded by Gary Cook.

**Treasurer’s Report –**The Treasurer’s report will be postponed, due to the absence of Paul.

**CALENDAR REVIEW:**

* The organizers of the March 18th Catholic Men’s Conference have scratched the SAL from performing. This event is no longer on the SAL’s Calendar.
* The St. Louis Day Mass (August 20th) is on. Gary reported that he has this in writing.
* There is nothing firm yet for the Gebirgs Fest. The hall at St. Jerome’s (China Grove) was discussed as a possible venue.
* There will not be a Fastnacht event nor a Stiftungfest this year.
* The Tobin Center will replace St. George Maronite Hall for the June concert.
* Archbishop Gustavo will celebrate our August 6th Anniversary Mass.
* Our Christmas concert is still at the McAllister Auditorium as of now.

**OLD BUSINESS:**

* Gary Cook is working on the Anniversary program. He discussed the timeline for program production and the rough deadline of April 15th.
* He also brought up the issue of digitizing the Centennial program and of updating the rosters , Eric was asked to do this. Trip said that he could also digitize it as well.
* The SAL will not be available St. Anthony de Padua Novena Mass in 2017.
* The SAL was not asked by Father Mario to participate in the St. Joseph’s fundraiser and it has been taken of the calendar.
* A question was asked if the new parish center will be ready for the 125th Anniversary Mass. Father Mario has said that it should be.
* A discussion began regarding singer photographs for the Anniversary program. Gary suggested that we take photographs for four practices. For the photo, singers should wear the tuxedo jacket, white shirt, and a BLACK bowtie. No medals or pins. This will be discussed at the next general meeting.
* Mark reported that he has approached three potential major donors (including Frost Bank and Fiesta Foods (Bolners). He informed the BOD that we have three thousand dollars committed so far. More of us need to reach out to potential donors.
* Someone needs to approach Catholic Life for a potential sponsorship.
* One suggestion is to approach those who sponsored and/or advertised in the Centennial program.
* Another possible lead discussed was Paul Kissling’s brother, an HEB executive.
* Gary mentioned that those who solicited past ads should try to do so again.
* Ken reported that he approached Sea Island Restaurant and a local Shipley’s franchisee for sponsorships.
* Mark passed out copies of the tentative 125th anniversary logo. Board members discussed uses for the logo—programs, letterhead, beer mugs, and plaques.
* Tom Jaeckle circulated a sheet of paper to collect BOD phone numbers.
* Mark mentioned the need to find more people to help out with the various 2017 activities, including the concerts and the Staats Sangerfest which the SAL is hosting in May.
* We need more help with publicity. Ken Martinez is doing most all of the public relations now. Jane Tschoepe Albrecht, a PR professional, was mentioned as a possible asset. She could take our publicity to a higher level. Mark and Tripp will talk to her and ask her for her rates. Tom J and Tom Ewing might accompany them to meet her, schedules permitting.

TOBIN SUMMER CONCERT:

* Mark mentioned that the Beethoven concert at the Tobin (February 2017) will be a free event. The Board discussed whether the SAL should do something similar. Unlike previous venues, parking for the Tobin Center will cost our patrons, who will also have to walk a few blocks to the auditorium. A free concert would be a nice thank you gesture from the SAL.
* We need more information before asking the general membership about a potential free concert.
* Mark reported some costs for the Tobin, including $5000 for rent, $2500 for variable costs (set up, etc.), and $125 to tune the Steinway piano. $3.00 charge per ticket (free or not).
* Mark will contact Frank Gebhardt about a one day insurance policy to release the Tobin from liability.
* Tony mentioned possibly having two tiers of tickets. Free general admission and paid tickets for reserved seats.
* Tom Ewing asked about possibly asking for free will donations at the concert.
* A suggestion was made to confer with Beethoven about concert issues, as they will be performing their sesquicentennial concert roughly four months before the SAL.
* Mark mentioned VIP recognition at the Tobin concert. Major political officials (e.g., the governor, the mayor), major donors, the clergy were suggested. We should think about who we wish to recognize.

STAATS:

* For the Staats, we should invite the governor and the mayor of New Braunfels
* Ed Weber will make a head count for the next few rehearsals to determine the number of active singers. This will be the number used to figure the headtax (kopfgeld???) that the SAL will pay to the various Sangerbunds, including Staats.
* Mark mentioned that some hotels in New Braunfels will offer special rates for the Sangerfest.
* The Saturday dance will be at the Beethoven Hall. Ken Weber is the point of contact.
* The Sunday concert will be in the New Braunfels Civic Center. Tom Jaeckle will talk with David Nelson about using Beethoven’s risers as well as our own for the Staats. The second set of risers would greatly facilitate the Gemischtechor (Spelling?) since the men on stage, without risers, cannot see the director.

COMPENSATION:

* The BOD discussed compensation for Tom Ewing or for whoever else directs in his absence. Gary mentioned that Rob Jenkins is okay with what was proposed for the pianist.

SOCIAL MEDIA UPDATE:

* Ark will get together with Eric Morse about this. Trip mentioned that a lot of people are visiting the SAL Facebook page, averaging about 414 hits a week and over one thousand a week in December.
* The videos on the page are a very low cost, effective means to spread the SAL word.

SAN ANTONIO TRICENTENNIAL CELEBRATION:

-Ken Martinez is working on the application for the SAL to have an official part in the Tricentennial celebration (2018), to connect the May 2018 St. Joseph the Worker Mass with the Tricentennial.

-Gary mentioned that he is updating the SAL history. He mentioned that little has been done since 1992. Mark mentioned that ongoing history needs to be kept, like military histories are kept, in an annual basis.

**NEW BUSINESS:**

-Beethoven has asked the SAL to buy an ad in their 150th anniversary program. A full page ad costs $150. The BOD agrees that we should do so. Mark needs someone to write up the ad.

-Ken Martinez asked what we should do with Trish Fleming’s $20,000 donation to the SAL, for the members of the club. A suggestion is to use part of it to underwrite the Tobin Concert in memory of her late husband, Tom Fleming. The rest of it can be used to pay for a Stiftungest.

-Tom Jaeckle suggested that the SAL needs to get some Cloudspace to store BOD minutes and other SAL records.

**MUSICAL DIRECTOR:**

-Tom Ewing has compiled a director’s lists foe the Massenchors and has sent out appropriate music to the respective choirs. He mentioned a possible band arrangement for The Mansions of the Lord.

-Tom also mentioned that we need a consistent turn out between now and the Beeville event. We had a good turnout this past Monday (January 9). We need to keep emphasizing attendance.

-Attendance at this coming rehearsal might not be too great as some singers will be singing at Archbishop Flores’s funeral mass, also scheduled for Monday evening.

**ASSOCIATE DIRECTOR: no report.**

**LAST COMMENTS:**

-The possibility of having various levels of membership, including life and sustaining memberships brought up. Mark replied that the SAL constitution does have provisions for various membership levels. Currently, there is not a set price for a lifetime membership. This issue needs to be clarified.

Tom Ewing made a motion to adjourn the meeting, seconded by Gary. The meeting adjourned at 9:00 PM.

Respectfully submitted,

Ted J Villalon

Secretary

