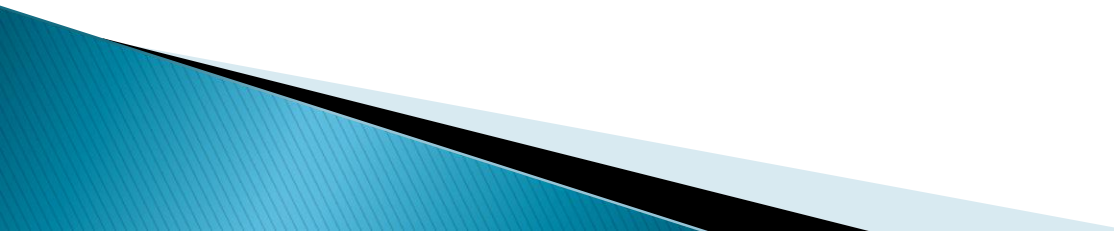


BU MUS 756:  
Community Music Perspectives  
Lee Higgins, Instructor  
Don DeVito, Facilitator

# **Case Study Project:** ***Pomerado Community Band***

Ted Foster  
2012-10-15

# Introduction

- ▶ The Pomerado Community Band is a community music organization in San Diego
  - ▶ I am a performer in the group (string bass / electric bass, occasional guest conductor)
  - ▶ I surveyed members of the group, including “Board” members and the conductor, via email
    - Respondents are kept anonymous
    - Responses are used in the following presentation
- 

# Historical and Contextual Background

- » How and why did the Pomerado Community Band come into existence?

# A Brief History of San Diego

- ▶ Appx. 20,000 years ago: first humans settle in region-Kumeyaay (“koo-mee-yah-ee”)
- ▶ 1542: Juan Rodriguez Cabrillo “discovers”, declares a possession of Spain, names “San Miguel”
- ▶ 1602: Sebastian Vizcaino “rediscovers”, names in honor of Catholic saint San Diego de Alcalá
- ▶ 1769: Still under Spanish rule, California Gov. Gaspar De Portola leads settlement in San Diego, establishes Presidio (military station). Father Junipero Serra establishes first of 21 Missions (church station) along CA coast
- ▶ 1775: Kumeyaay riot against settlers, set Mission on fire, kill Father Serra. Survivors retreat to Presidio, rebuild Mission within a year

<http://www.sandiego.gov/administration/programs/assistance/factshistory/events.shtml>

# A Brief History of San Diego continued...

- ▶ 1821: Mexico gains independence from Spain; San Diego under Mexican Rule
- ▶ 1835: Mexican military abandons Presidio
- ▶ 1846: Mexican-American War; Marines take control of San Diego, establish Fort Stockton
- ▶ 1848: Treaty of Guadalupe Hidalgo ends the war, San Diego an official American city
- ▶ 1850: CA becomes 31<sup>st</sup> State of America

[http://www.sandiego.gov/administration/programs/  
assistance/factshistory/events.shtml](http://www.sandiego.gov/administration/programs/assistance/factshistory/events.shtml)

# A Brief History of San Diego continued...

## Population (through U.S. Census every decade)

- 1850: 650
- 1860: 731
- 1870: 2,300
- 1880: 2,637
  - 1885: Transcontinental Railroad reaches SD
  - 1886: Population 40,000
- 1890: 16,159 (land bust)
- 1900: 17,700
- 1910: 39,578
- 1920: 74,361
  - (U.S. Navy Pacific Fleet now home base in SD)
- 1930: 147,995
- 1940: 203,341
- 1950: 333,865
- 1960: 573,224
- 1970: 696,474 (becomes second-largest city in CA)
- 1980: 875,538
- 1990: 1,110,549
- 2000: 1,223,400
- 2010: 1,307,402
  - 2<sup>nd</sup> largest city in CA
  - 8<sup>th</sup> largest city in U.S.

- <http://www.sandiego.gov/administration/programs/assistance/factshistory/events.shtml>
- <http://quickfacts.census.gov/qfd/states/06/06073.html>
- <http://www.census.gov/popest/data/cities/totals/2011/tables/SUB-EST2011-03-06.xls>
- <http://www.census.gov/popest/data/cities/totals/2011/tables/SUB-EST2011-01.xls>

# Pomerado Community Band

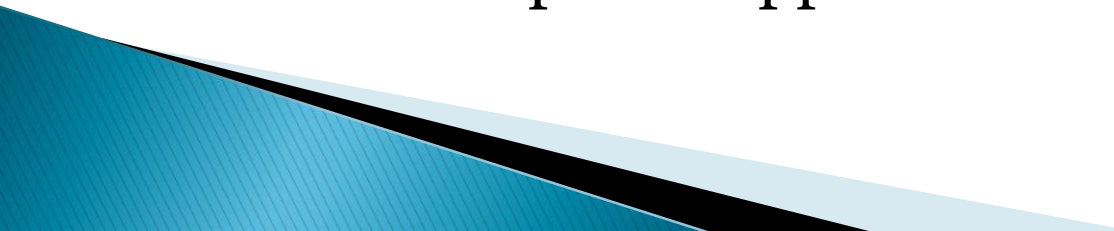
## Beginning

- ▶ Formed in 1990 as part of a project for a Master's Degree
  - To provide adult musicians an opportunity to rehearse music to perform in a concert band setting; also a social outlet for band members
  - Focus on what steps necessary to create a community band
  - Put steps into practice- put word out in Poway (just north of San Diego)
  - 30 initial respondents
  - Candidates interviewed for conductor- San Diego City Schools Band Director Dean Hickman was selected, has remained conductor for life of band



# Pomerado Community Band

## Development

- ▶ Weekly rehearsals, concerts several times a year
  - ▶ Rehearsals located at school sites in greater San Diego, northeastern region
  - ▶ Settled at Wangenheim Middle School in San Diego when Mr. Hickman became its Band Director for the last 6 years of his teaching career; still the rehearsal site, 4 years after his retirement from teaching
  - ▶ Membership currently 65-70
  - ▶ Membership has topped 100 a number of times
- 



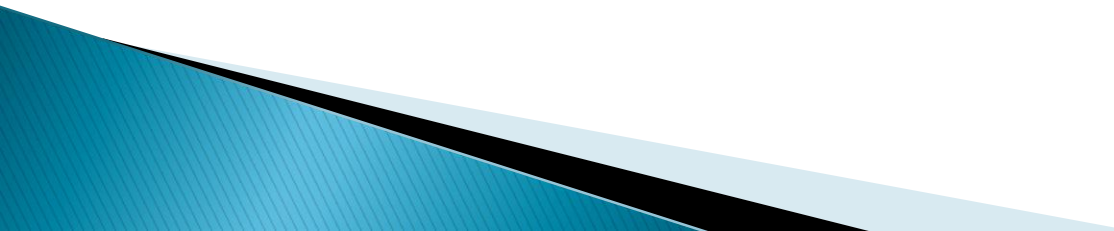
# Pomerado Community Band

## *Southern California Community Band Festival*

- ▶ Began in 1994
- ▶ Located at Old Poway Park
  - Free to the public
  - Outdoor performances
  - Gazebo constructed with main purpose as summer performance venue mainly for the Pomerado Community Band
- ▶ Community Bands from Southern California and Arizona
  - One-hour time slots
  - Also Poway Unified School District Elementary Honor Band
  - Small Group Performances between sets
- ▶ Has grown into two-day event
- ▶ Each day finishes with regional military band
  - Navy Band Southwest
  - Camp Pendleton Jazz Band
  - Others throughout the years
- ▶ Participating band “Valley Winds” in Temecula created their own Festival after their participation- both bands “exchange”

# Pomerado Community Band

## Performance Trips

- ▶ 2001: Two-week performance tour of Europe
    - Combined with San Diego Concert Band
    - Five performances in Germany, Austria, and Switzerland
  - ▶ 2004: Alaska Cruise, performances onboard ship
  - ▶ 2010: Mexico Cruise, performances onboard ship
- 

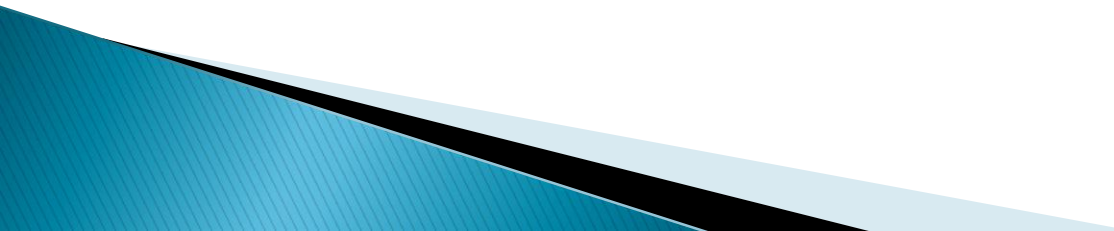
# Pomerado Community Band

## Community Outreach

- ▶ Every performance, Mr. Hickman invites audience musicians to join- “you just passed your audition”
  
- ▶ Fall Concerts with Middle School Bands
  - When he became the Band teacher at Wangenheim MS (after 20-plus years teaching High School Band in San Diego), and moving the rehearsal site to WMS, he initiated a joint concert between his top group at the school, the Wind Ensemble, and the Pomerado Community Band.
  - Students perform first and the adults watch
  - Then the adults perform and the students watch
  - At the end of the concert, the students join the adults for combined piece
  - Demonstrates to students and parents “Music is a life-long endeavor”  
– Mr. Hickman
  - When I became the Band teacher at Challenger MS, the sister school to Wangenheim MS, we initiated a joint Fall Concert with my top band

# Pomerado Community Band

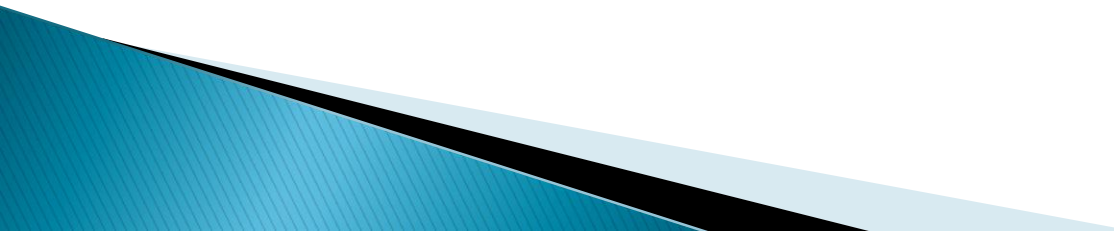
## Other Events

- ▶ Annual 4<sup>th</sup> of July performance at Old Poway Park
  - ▶ Annual August performance at Old Poway Park
  - ▶ Performances as part of Qualcomm Incorporated “Summer on the Lawn” Friday festivals in June/July
  - ▶ Performance on USS Midway for 70<sup>th</sup> Anniversary of D-Day
  - ▶ Performance at Balboa Park (downtown San Diego) as part of its Free Summer Concert Series
  - ▶ Other events throughout San Diego County
- 

# Mission and Rationale

»» What does “community” mean for the Pomerado Community Band?

# Mission

- ▶ To provide adult musicians an opportunity to rehearse music to perform in a concert band setting
  - ▶ Social outlet for band members
  - ▶ No dues- differs with many other large community music ensembles in San Diego region
  - ▶ No auditions, just attend rehearsals and performances, do one's own best, have fun
  - ▶ “Good music and good friends” – Mr. Hickman
- 

# Rationale

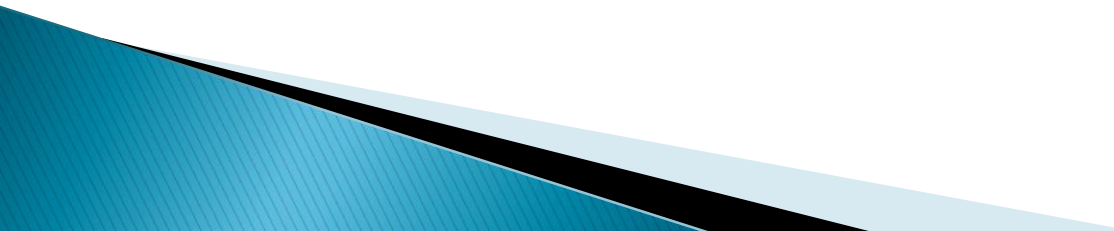
- ▶ Many original members are still active in the ensemble
  - ▶ 20<sup>th</sup> anniversary concert- original members honored
  - ▶ Members now honored on anniversary of every 5<sup>th</sup> year in the group
- ▶ Many who join stay for good
  - ▶ Many members have been recruited from audiences
  - ▶ Many members heard positive reviews of Mr. Hickman, his personality, professionalism, and positivity
- ▶ Ages range from recent high school graduates to musicians of 89 years of age!
- ▶ Few members are professional musicians- most are amateurs
  - ▶ “Average Joes” who played during their youth / education, but now are professionals in non-music fields (or retired)
  - ▶ Many members took extended periods off from their instruments (20, even 30 years!) before hearing about and deciding to join the ensemble
  - ▶ Some members heard about the group and just started on their instrument before joining the ensemble
- ▶ A fair number of members, myself included, are public school music educators (or retired teachers) who enjoy rehearsing and performing as musicians, not only as conductors/directors
- ▶ Many members are involved in other large community music ensembles



# Funding

- » How is the Pomerado Community Band sustained?

# Sources

- ▶ Not from membership dues
  - ▶ Concert ticket proceeds (Winter and Spring)
  - ▶ Concessions and raffle drawing sales at Festival
  - ▶ Private donations from members and supporters
- 
- ▶ Pomerado Community Band is a registered 501(c)3 non-profit entity
- 


# Expenses

- ▶ Conductor stipend
  - ▶ Concert venues (until made up for by ticket sales)
  - ▶ Transportation for percussion to concert venues
  - ▶ Sheet music for performances
- 
- ▶ Not for rehearsal space

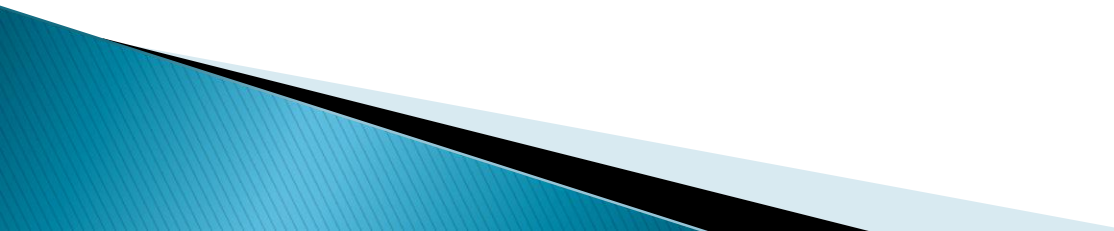
# Practice

- » How does the Pomerado Community Band function, and who does the work?

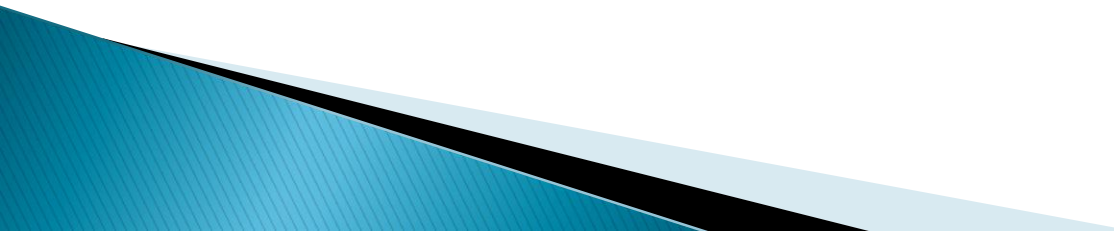
# The Board

- ▶ 30 initial respondents in 1990 formed “Board” to interview and select conductor
  - ▶ Now an elected group of ensemble members
    - President conducts Board meetings and relays results to the ensemble at rehearsals
    - Secretary records minutes of the meetings
    - Treasurer keeps details of funds in and out
    - Two Librarians- one for General and one for Holiday
    - Publicist alerts public of upcoming performances
    - Membership Chair maintains roster of ensemble membership
  - ▶ Exists to complete any business that is required
  - ▶ Monthly meetings (open to full membership)
  - ▶ Once-a-year General Membership Meeting and election of new Board members
- 

# The Conductor

- ▶ Plans each performance
  - ▶ Selects music to be performed
  - ▶ Rehearses the music (once per week, two hours)
  - ▶ Via email, communicates upcoming rehearsal schedule and recommends sections for individual practicing
  - ▶ Conducts music at concerts
  - ▶ Master of Ceremonies for concerts and Festival
- 

# The Ensemble Musician

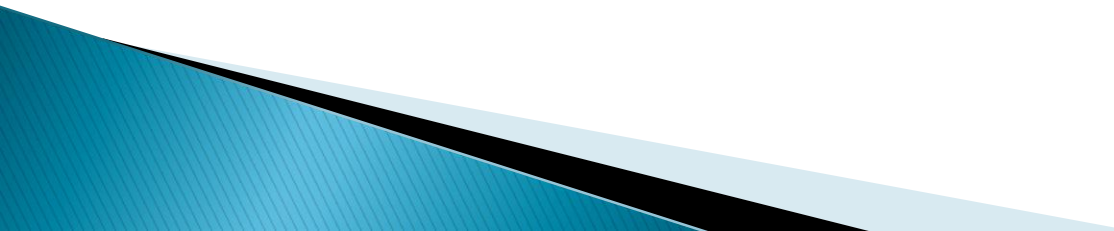
- ▶ Attends and participates in rehearsals
  - ▶ Practices music outside of rehearsals
  - ▶ Promotes performances and Festival
  - ▶ Attends and participates in performances
  - ▶ Helps facilitate Festival
  - ▶ Recruits audiences and new members
  - ▶ Has a great time
- 



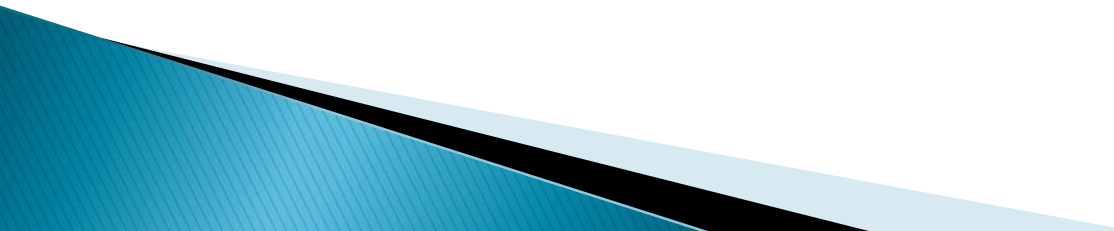
# Future Challenges

»» What lies ahead for the Pomerado Community Band?

# Rehearsal Site

- ▶ The Pomerado Community Band has never had to pay for usage of a site for rehearsals
  - ▶ Mr. Hickman has either been the band teacher at the particular site, or has had good relations with the music teacher and/or administration at previous sites
  - ▶ Still no charge from Wangenheim MS since Mr. Hickman has retired from teaching in 2009
  - ▶ This may change as California and local budget situations worsen
  - ▶ Site may change if Band cannot afford the rental rate
- 

# Finances

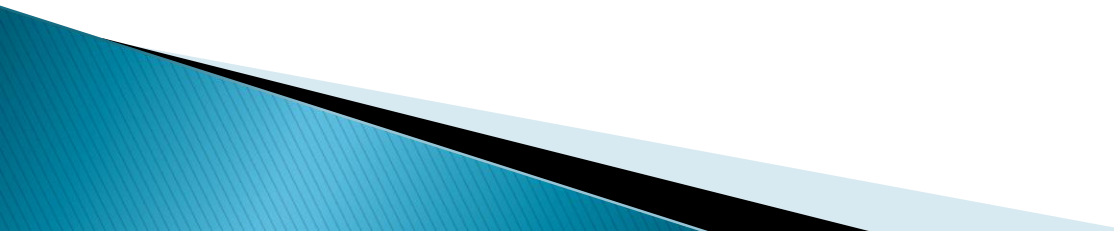
- ▶ No membership dues
  - ▶ Dependency on concert ticket sales, Festival concessions and raffles, donations
  - ▶ Group has experienced periods of concern, but is currently stable
  - ▶ If group must begin paying for usage of rehearsal site, finances could again be cause for concern
- 

# Conclusion

» Ensemble members  
...in their own words

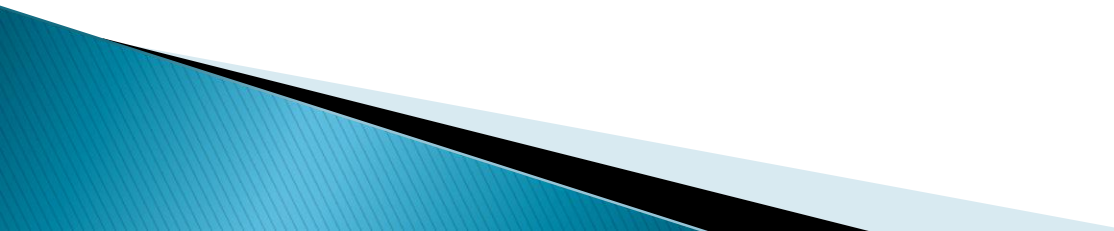
**Do you think the Pomerado Community Band serves the “community”?**

Yes. I think our Poway Park events and concerts bring community some good musical experience and shows the younger folks you can still be active in music after School ends. It is good to have an opportunity for adults who are not professional musicians to play good music. Keeps me off the streets!



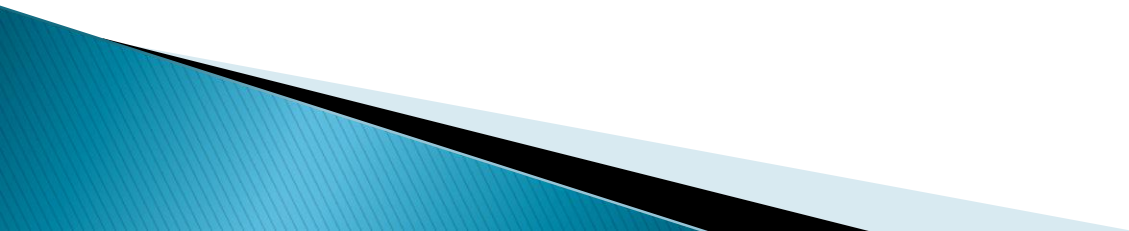
**Do you think the Pomerado Community Band serves the “community”?**

Yes. The yearly Band Festival is a huge example. More and more, we are finding ways to participate in the community. Middle school combined concerts are a way to show kids that music is for life, and the Midway and Qualcomm are recent contributions.



**Do you think the Pomerado Community Band serves the “community”?**

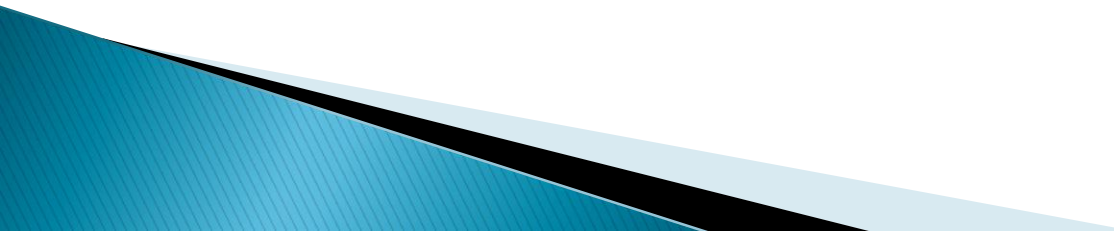
Yes, in terms of both musicians having a venue to play in, and concert goers having a variety of different concerts to attend.





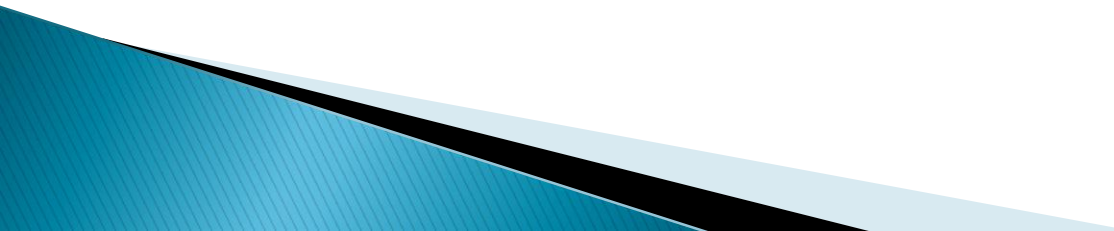
**Do you think the Pomerado Community Band serves the “community”?**

Yes.

- 1) Provides venue for member musicians
  - 2) Free 2 day community band festival for numerous musical groups and the public
  - 3) Other free concerts for the public
- 

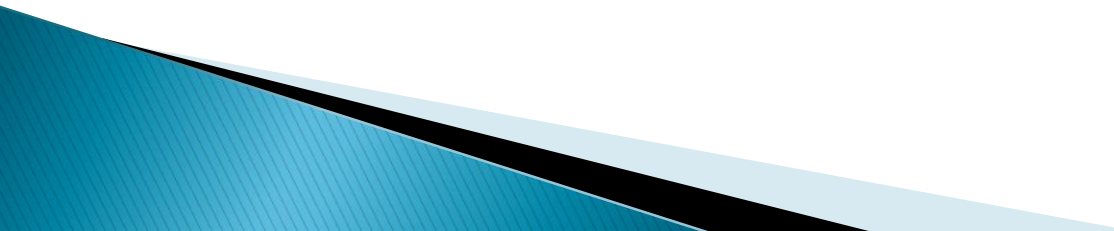
**Do you think the Pomerado Community Band serves the “community”?**

Definitely...great community concerts at Old Poway Park, embracing the community as a whole, and our two major concerts, Christmas and Spring. Another great community contribution and great concerts are our joint concerts with Challenger and Wangenheim.



**Do you think the Pomerado Community Band serves the “community”?**

PCB is definitely a community asset. The concerts are available to a wide range of people who may otherwise not have an opportunity to hear good music “live”. It is also a wonderful chance for some of us “seniors” to continue to make music and enjoy something we have done for all our lives.



# **Thank You!**

to Dean Hickman and members of the  
Pomerado Community Band, for their  
helpful responses to my survey questions.