

Calgary Branch Board Meeting Date: 2021 February 22 Place: Zoom

MINUTES of MEETING

Chair: Nath	ne Arthur Recorder: Maryellen Pankratz
Members:	Rachel McLellan, Barb Robertson, Frances Ewington, Denisha Teichroeb, Rita Thurn
Guests:	Laura Whitehead

Regrets: Lisa Kiernan, Beth Olver, Carol Moore

ITEM	NOTES	Action
1. Welcome Introduction of conveners: Josee Robitaille (Endowment Soc. meeting)	 Meeting called to order at 9:41. 	
2. Approval of Agenda Approval – your top 3 items	•	Rachel moved to approve agenda. Frances seconded. Motion carried.
3. Approval of Minutes: 2021 Jan 11	 Attachment: .pdf of finalized budget 	Frances moved to approve last meeting's minutes. Rita seconded. Motion carried.
 4. Approval of Consent Agenda Provincial Continuing education funds – Nathene update on where received money has gone 	See reports below starting at page 4	

 Workshops & events – 4.2a Looi Tan and 4.2b Frances Ewington Communication – Barb Robertson Provincial rep – Barb Robertson Rotary C3 – Barb Robertson OSR – Ron Proctor ACRA - Tanya Foster Vice Chair – Lisa Kiernan Impromptu Editor – Barb, Nathene, Maryellen No report: Sponsorship - Jackie Law; Impromptu distribution - Carol Moore Announcements Correspondence from LaDona 	See page 8 below	Frances moved to approve consent agenda. Rachel seconded. Motion carried.
6. Reports for Discussion		
6.1 Music Marathon – Laura Whitehead	 This event is to raise money for scholarships Budget is \$900 The treasurer's preferred method of payment is the "donate now" button or personal cheque. The button is on the front page of our website and Canada Helps will generate the tax receipts, which saves us on labour. If we are unable to have an outdoor performance, we should host an online Marathon, as people will have aleady made pledges. Free advertising can be offered to Steinway in exchange for the loan of a piano or we could borrow a digital piano from Long & McQuade, where we could also borrow speakers and a microphone. If the event were moved online, we wouldn't get passersby, so we could contact one of the local TV stations to advertise the event. 	Nathene encouraged Laura to book the tent at Heritage Park as soon as possible

6.2 CFMTA video – Nathene, Barb, Rita: Would our branch participate if provincial	 When provincial's report is in from their March 6 meeting, the branches will be asked to contribute. The combined 	
board has a plan to make a video montage?	branches will make a 5 minute video, so Calgary would have maximum 1 minute video of a film or photo montage. Deadline we think is June 1 st .	
	 Rachel will consider volunteering for this, but we will table this subject to the next meeting, as provincial will decide on a theme at their next meeting on March 6th. 	
6.3 a New Member Report – Melodie Archer	 Rachel submitted her bio last year, as requested, but didn't see it published. Laura suggests that without Impromptu, perhaps we 	Nathene will contact
6.3b Webmaster Report - Maryellen	could do a pamphlet of new members for publication just before the May AGM.	Melodie about the bios she has received from the
	 The board members would like to see new member bios being published to the membership, not to the public, so not on the website. 	last two years.
6.4 Impromptu Report – Barb, Nathene, Maryellen	 Rachel and Barb may be interested in sharing the Impromptu Edtor position, but would want to make sure expectations are crystal clear. Maryellen is interested in doing the proofreading and layout. Many organizations require members to volunteer a certain number of hours every year. Could we implement a Volunteer Recruitment Requirement? 	Rachel, Barb & Maryellen will prepare an Impromptu Team report for the next meeting.
7. Reports for action		
7.1 Treasurer Reports - Denisha Teichroeb, Maryellen Pankratz	 No report. See balances on page 10 below. 	
7.2 approval of 2021-22 Branch budget	• The board has to approve the budget so that it can be presented to the membership at the AGM in May.	Rachel moved to approve the budget. Denisha seconded Motion carried.

7.3 review administrator description – Beth, Rachel, Denisha, Maryellen	Meeting March 1. Table to March 15	
7.4 Policy & Procedure: appoint subcommittee to develop Belief statements to replace objectives	Beth and Rachel	
7.5 appoint nominating committee	 Check the minutes to see who is on a one-year commitment and who is on a two-year commitment. Rachel, Frances, Denisha and Barb will remain Nominating Committee is comprised of the chair, vice chair and past chair: Beth, Lisa and Nathene. They may need to delegate. 	
7.6 officers directors insurance - Denisha	Table to next meeting.	
Adjourn Board meeting open Endowment Society meeting Approval of minutes from January	 ARMTA Calgary meeting adjourned at 10:57 am. 	
9. Next Meeting March 15	April 19, AGM May 10, new board May 17, June 21	

4.1 Consent agenda:

4.2a Looi Tan **Workshop and Events** February 8th 2021 Nathene Arthur, Frances Ewington INFORMATION for the board <u>Branching out Workshop #1. Social media role in the music industry</u> Recording attachment: Date: January 31st 2021 via ZOOM.

https://us02web.zoom.us/rec/share/PXIk0FkzejKXKufZNVurpRRDErFhXDhbuB6PzgU5zlylwUmbIpsn9kqYJjlXaALN.Qfz4J06IurERGC67 Speaker: Kien To

Total of 9 members joined the meeting. Others will access the recording.

Prepared by: Looi Tan

General notes from the Zoom meeting.

Kien To, an independent Rap artist, base out of Calgary. He builds is music around the social issues of Sian Representation in main stream media. He talked about Social media's role in the music industry. He was managing the social media for a few small businesses in Calgary in the past few years. Kien started using social media in 2016. Which allowed him to feature some of his work, got to collaborate with other artist, which in turn got extra work.

Here are some points he mentioned:

- Before social media was kept more mysterious, so that more people will want to follow you. Now, in social media, the more transparent you are the better communicating with your audience.
- Tri-Factor Rule. 1) 33%- content should be on the Craft that you are doing 2) 33% show pictures of the things you love and care about 3) 33% the way you ask questions or communicate with your followers
- Change mindset of using social media. It is not about posting whatever you are doing, but more so of what is the purpose are you posting? Motivation? 30 sec lessons? Inter-personal development? Social cause? Engagement?
- Engagement Treat it like a tool to engage students' interest, participation, connecting to people that otherwise you are not able to
- Put yourself in student's shoes and understand their thought process. Look into Tick Tock (most popular in young kids now)
- Your post is a networking tool, also with a touch of personal development.
- Bring value through your life stories. Use authenticity trying to understand and communicate with audience.

Type of social media

- Tick tock is currently the most popular with young kids
- Facebook/ Instagram- both have to use strategy to fit audience's consumption habits.
- Intagram video- 1 min video, sometimes get less traction than Facebook for longer videos etc. know the purpose of teach social media platform.
- Twitter max 2 min 20 sec. purpose is more to write my thoughts at that moment. It is fast pace and on the fly.

Q and A session

- How long did it take to get traction? How often do you post. (About 2 years to get some traction. Need to stack a pile of content. At one point, I post once everyday. That really helped with engagement. The consistency allowed followers to build connection and know what is happening.
- Scheduled post works only I haves upcoming trailers, teasers. Sometimes have to be on the fly too. It is mainly about communicating
- Networking letting people know what you are doing. Being on the fly about your life in real time. Utilize Instagram Stories.
- Posting schedule big stuff like planned concerts, show snippets of location, build the hype out. Or teach 30 sec exercise and engage students in a challenge.
- 8 week challenge- suggest to use Instagram and # to group them together. Or use facebook/Instagram Live feature.

- Content creation – convenience plays a big part. Have a camera ready to film content.

Greater purpose of using social media- to utilize this tool to achieve your goal of teaching.

BACKGROUND: Application for the CFMTA's \$100 workshop fee was applied Feb 8th submitted by Looi Tan.

- 1) Kien To's \$100 fees expense claim was sent to Denisha Teichroeb on Feb 5th. E-transfer may work the best directly to Kien in this case.
- 2) Attendance was low in this workshop (9). I think all were members of ARMTA already? Not sure if it's due to being on a Sunday? Topic is not of interest, or if information was not getting out to people. In terms of reaching out to non-members, it didn't quite work.
- 4.2 Frances Ewington CONVENER REPORT DATE. (year, month, day) Meeting Feb 22, 2021 INFORMATION for the board

Branching Out Free Zoom Talk Learning Through the Arts February 25 @ 10:00 am - 11:00 am Online meeting via Zoom, Presented by Dale Erickson Dale is Superintendent at Calgary Arts Academy. CAA, the only school of its kind in North America, is an innovative public charter school that engages children through Arts Immersion – teaching the Alberta curriculum through the immersion of the five fine arts: music, visual art, dance, drama and literary art. This public even has been put into ARMTA Provincials February 8 email Report and is on our Calgary website. I will talk to Maryellen about posting the zoom invite so that people can have 'walk up' access to this event. I have no problem with posting the Zoom link, and here is why: As host I can turn all who join on mute and control who shares what. Concern about 'Zoom-bombers' is based on a few random people who typed in random zoom links and disrupted things. This was equivalent to choosing a random number out of the phone book and prank calling. But it's also to do with users sharing their Zoom meetings on social media sites such as Twitter (not necessarily websites). No Action other than spread the word, and feel free to give interested persons the Zoom invite.

4.3 Communication 2021 02 22 Barb Robertson

ARMTA Calgary has been very busy and as a result there have been multiple e-mails sent to members during the last month.

I have taken on the job of sending sympathy, get well, congratulation cards.

4 cards have been sent in the last month:

Ethel Huber

Rita Thurn

Beth Olver

Lindsay Inkster

4.4 Provincial Rep 2021 02 22 Barb Robertson

Provincial reports are scheduled for Feb. 20 and Mar. 6. Update at next executive meeting

4.5 Rotary C3 2021 02 22 Barb Robertson

Rotary C3 Competition,

- Live competition with no audience
- John Robertson will livestream the competition

- Sat. March am only 6, Sun. am and pm, Mar. 7
- Michael Lipnicki Fine Pianos
- 3 local judges (Rolf Bertsch, Karl Hirzer, Genevieve Micheletti)
- 29 competitors, 1 non competitor
- Winners will receive a recording session and \$1000 from the Rotary Club

4.6 OSR Feb. 14, 2021 Ron Proctor, Lisa Kiernan

REPORT: The OSR is a virtual recital this year, via Zoom. The recital is being sent to the teachers of the eligible students, and to the Jury (made up this year of Cathy Stephen, Colleen Roller, and Ron Proctor) on Feb. 20th. The scholarship winners will be announced the following week, and their teachers will be informed. Certificates of participation and scholarships will be delivered to the students' teachers thereafter.

4.7 ACRA CONVENER REPORT Feb. 14, 2021 Tanya Foster, Lisa Kiernan REPORT:

Video submissions for the ACRA recital were compiled and uploaded to YouTube. The link was ready January 30th, teachers were notified by email. The link is also available for viewing on the ARMTA-Calgary website. There is a digital program to accompany the link which includes winners, teachers names, sponsors etc.

Medals, scholarship cheques and congratulatory letters are organized and ready to go. These will be distributed/picked up within the next week or two. 4.8 Vice Chair 2021 February 12 Lisa Kiernan

REPORT: Since the January meeting I have continued to assist the ACRA and OSR conveners with publishing the recital videos and other duties as needed.

Endowment society bylaws had some revisions with the input of the Branch administrator as well as an update to the branch bylaws.

4.9 __Impromptu____CONVENER REPORT

DATE. (year, month, day) ____2021 02 22__

NAMES of committee members ___Barb Robertson, Nathene Arthur, Maryellen Pankratz

There was no editor for the latest Impromptu.

-Barb Robertson offered to gather PD articles.

-Nathene Arthur offered to collect all submissions.

-Jackie Law provided all ads.

-Beth Olver offered to proof read.

-Maryellen, a non ARMTA member, and a paid administrator, offered to VOLUNTEER her time to help. In the end, all articles, etc. were sent to her and she proofed them and forwarded them to Miriam. She then sent edits to Miriam.

-None of these people had ever been involved from start to finish with the actual publication.

-Barb, Nathene and Maryellen set up a timeline, list of content, list of people to contact for submissions.

-Except for the delay in the last edits, we kept on schedule. The issue was posted on the website within the month.

-Thanks to Carol S. Moore for mailing to those members who request a print copy.

-Thanks to all who contributed.

PROBLEMS:

-Barb tried to contact Miriam Johnston, the paid layout person, to give some guidelines and the timeline. The first 2 e-mails had no response. Maryellen was able to get a 3rd e-mail. This added to the challenge.

-We were not happy with the first layout.

-There were changes made to material that was submitted.

-In the past when I was involved as President, I proofed the final product and then edits were made.

-Edits and changes needed to be made, but I felt very uncomfortable asking for changes.

-Changes were not done in a timely manner as Miriam was in the middle of a move.

-None of us knew who or how to contact the printer and arrange for delivery.

RECOMMENDATIONS:

-It would have been easier for Maryellen to do the layout if she has the expertise, as she had received all articles. She could be paid what Miriam is paid.

-I do hope that someone will come forward to take over the publication of Impromptu. I am quite willing to get articles, but ended up proofing, arranging printing, contacting Miriam, etc. and the project never seemed to end.

-Maryellen was very good at organizing everything including our scrambled list of edits needed.

Thanks to Nathene, Maryellen, Barb, Beth, Jackie, and Carol.

ADDITIONAL INFORMATION submitted by Maryellen:

If another person were willing to share the Impromptu Editor position with me, I would be willing to do the proofreading and other organization if the other editor would do the requesting and gathering of content. I couldn't volunteer, but I do have education and experience in desktop publishing. On the *Newsletter* page of our website, I wrote that the newsletter cannot continue without an editor and that the position remains open and then the *Opportunities* webpage is referenced.

5. **Correspondence** from LaDona Ahenda <<u>ladona.ahenda@gmail.com</u>> wrote:

Thank you all for the incredible last issue of Impromptu. I know it's been a struggle of late, and I feel a bit guilty. I used to write articles but in the last few years felt like I had nothing to say, given the vast resources online. What could I say that teachers haven't already read online? Of course, we all need refreshing. It's good to be reminded of some of the things I "know" or have heard before, but maybe stated in a different, fresh way. And of course, there really is always more to learn!

It was a joy to read the well-written articles, beautifully assembled and presented. Thank you. LaDona

6. Reports for discussion

6.1 Music Marathon CONVENER REPORT DATE: 2021/02/12 NAMES of committee members: Laura Whitehead TYPE OF REPORT:

- INFORMATION for the board
- DISCUSSION questions for the board

REPORT: Heritage Park is looking like a promising venue. I am meeting with the organizer on Feb. 17 to inspect the possible setup/location. We discussed using a tent with sides to protect instruments, in the event of poor weather. They should be able to provide us with a free space, as long as ARMTA does any of the required setup. I will hopefully have more details for the board meeting.

The City has not returned my calls regarding the Stage at Prince's Island Park.

The Zoo can not provide a free venue. The minimum charge is \$2000.

Once I confirm that Heritage Park will work, I will contact Steinway Gallery about using a piano outdoors.

BACKGROUND:

- Is the available budget still \$800?
- How does the treasurer want the pledges to be collected (cheques, cash, e-transfers)?
- If we are unable to have an outdoor performance in May/June due to COVID restrictions, do we want to host an online Marathon?
- Karen Gerelus said that ARMTA usually provides free advertising to Steinway Gallery for providing a piano. Can I still offer this service?
- I will need some volunteers for the event, as well as the treasurer's assistance to collect pledges.

6.2 From: 2021 Virtual Conference <<u>2021virtualconference@cfmta.org</u>> Date: January 28, 2021 at 7:44:17 AM MST

Subject: Connecting Canada Video Montage Project

Greetings delegates,

Neven Prostran here, VP of Nova Scotia and Chair of the CFMTA's virtual conference Connecting Canada. The committee is working away and it's shape up to be quite the event in so many ways. Very excited for it!

I wanted to invite all associations to participate in a video montage project the conference committee has arranged. The goal of the conference is to celebrate diversity of music and music education in our country, and what better way to showcase that than with representation of real musical events happening in each province/territory.

In a nutshell, we ask each province to submit a short video or photo montage (5 minutes max) with a background music to accompany. Creativity is welcome and encouraged! Show everyone what makes your province's musical landscape unique.

You can find full details for this project in the attachment, as well as some inspiration and ideas. Videos should be uploaded to YouTube and the submission deadline is **June 1, 2021** via email. This montage is a great opportunity to create some promotional material for your association as well, as you will always be able to access and share it at the click of a button.

Please feel free to reach out to me with any questions.

Happy montaging, Neven

6.3a New Member CONVENER REPORT DATE. 2021/02/22 - Melodie Archer

DISCUSSION - I have been asking new members to send a picture and Bio when they join ARMTA Calgary. Previously we featured it in Impromptu. Admittedly we rarely received it, but I still think it would be nice to acknowledge new members and introduce them when they have taken the time to send in the bio. Perhaps Barb could send their bio out on a general email, say every three months. Of note is Beth's concern, do we do this Online – members only or public? We ask new members to provide a bio as a means to introduce them to the membership: we seldom received them. They used to be printed in Impromptu. Question do we continue to request bios from new members? If so how can we make them available to members? – with (monthly) email announcements? Online – members only or public?

REPORT: The latest members to have joined ARMTA Calgary since Jan. 01/21

Hello - The following member has joined ARMTA Calgary since the start of 2021.

Melissa Wiley (February 2021)

I continue to send them welcome letters and am asking one person from the Executive to make personnel contact and invite them to upcoming activities.

The total number of current Calgary ARMTA members is 195.

6.3b WEBMASTER REPORT February 22, 2021 Maryellen Pankratz TYPE OF REPORT: DISCUSSION

I recently received a bio and photo from a new member; she had received a welcome email in which she was asked to send this me for setting up on the website. We don't currently have anywhere to do this, but it might be a nice idea to start a new page introducing members and it wouldn't necessarily have to be restricted to <u>new</u> members. Perhaps we could call it "Meet the Members". I would also like to add an announcements area on the home page, but haven't figured out yet how to do it (it's technical). Without Impromptu, would anyone see any merit in relying on the website more and more? If so, does anyone has any other suggestions of things they would like to see on the website? What do you all think of these ideas?

7.1 TREASURER'S REPORT TREASURER'S REPORT MEETING DATE: February 22, 2021, Denisha Teichroeb, Treasurer and Maryellen Pankratz, Bookkeeper

TYPE OF REPORT: INFORMATION

\$ <u>40,397.31</u>
\$ <u>15,239.57</u>
\$ <u>24,570.00</u>
\$3,570
\$5,000
\$5,000
\$11,000

7.4 Policy & Procedure:

7.4 Policy & Procedure:	
ARMTA Calgary Branch P & P	Endowment Society P & P
ARMTA Calgary Branch exists to:	1.1 Belief Statement
1.1 to promote and enhance the professional	That we have a means to be able to fund in a
status of music teachers in the community;	sustainable way, programs that will enhance
1.2 to promote a high standard of teaching so	music and music education in the community for
that the community can rely on the	students and teachers.
competence of our members	
1.3 to promote progressive ideas, and to	1.2 Vision Statement
encourage and assist all activities designed to	To enhance the quality of life by providing and
improve the standards of musical education	promoting high quality music instruction and
and training of teachers of music;	cultural events.
1.4 to stimulate the acquisition of all-round	
musicianship and wide general culture among	1.3 Mission Statement
those who intend to qualify as teachers; to	To raise funds to support the programs of the
develop musicianship and appreciation of the	Calgary Branch of ARMTA.
arts among those who intend to qualify as	
teachers;	1.4 Target Statement
1.5 to encourage and promote the knowledge	Our purpose is to provide scholarships and
and appreciation of music in the general	bursaries to students of ARMTA members.
public and in schools and universities;	Our purpose is to support the professional
1.6 to uphold the interest of and to promote the	development of music teachers in our
extension of music credits in the schools and	community.
universities;	
1.7 to encourage and uphold a definite ethical	1.5 Aim Statement
standard of professional conduct among	To donate monies or scholarships to students,
teachers of music and those who intend to	teachers, and composers for the encouragement
qualify as teachers;	and fostering of excellence, and to draw people into these fields of endeavor.
1.8 to sponsor and assist student teacher groups	into these fields of endeavor.
whose aims, objectives and eligibility for	
membership shall be determined by the	
Branch and reviewed annually;	
1.9 to encourage and assist in the organization of	
music teachers' organizations throughout the	
province; to cooperate and assist other	

branches of ARMTA and CFMTA to strengthen our organization and to have a strong positive image in society;
 1.10 to honour distinguished visitors and members of our profession in our Branch; 1.11 to donate monies or scholarships to students, teachers and composers for the encouragement and fostering of excellence, and to draw people into these fields of endeavour.

7.5 NOMINATING COMMITTEE

- 1. Has one to three (1 3) members appointed by the Chair.
 - 2. With the prior consent of nominees, presents a slate of nominees for Members at Large to the Calgary Branch membership one week prior to the Annual General Meeting.
 - 3. Assists the Chair in finding conveners
 - a. Consults with each serving convener about whether they plan to continue.
 - b. Determines which convener positions are needed.
 - 4. Prepares a report for the Annual General Meeting: sends a digital copy to the Chair and to the Secretary.
 - 7.9 **Recital** CONVENER REPORT February, 9, 2021 Josee Robitaille Carol Moore: That conveners of student recitals (north & south) be authorized to give \$25 gift certificates to participants in student recitals. For each on line recital group of 4-6 students, draw one name per group. For in person recitals draw up to two names per recital. In sourcing gift certificates, the Conveners will give preference to ARMTA Calgary Branch sponsors.
 - 7.10 On Fri., Feb. 19, 2021, 1:42 p.m. Sound of Music

I regret to pass on to you that Carol Moore is stepping down from her ARMTA commitments due to serious issues with her eyes. Josee would greatly appreciate to have someone receiving the emails and doing the program for the May 8 recital.

Carol wishes everyone to know she has enjoyed her association with the recitals, values the friendships gained and knowledge captured working with the board, and wishes to thank you for the opportunities she was given to assist A.R.M.T.A. Calgary.