

#### **Calgary Branch Board Meeting** Date: April 17, 2023 at 9:30 am Place: Zoom

**MINUTES of MEETING** 

**CHAIR:** Past Chair Beth Olver chaired this meeting **RECORDER:** Maryellen Pankratz

### NAMES OF ATENDEES AND ABSENTEES

**Members present:** Beth Olver, Rachel McLellan, Cindy Speelman, Kaylee Read, Barb Robertson, Carolyn Steeves, Lorna Sewell

**Regrets:** Nathene Arthur **Guests:** Rita Thurn

# 1. OPEN ARMTA CALGARY MEETING

ARMTA CALGARY MEETING CALLED TO ORDER AT: 9:33 am

#### **ORDERS OF BUSINESS**

- APPROVAL OF AGENDA (including Endowment Society) Revisions: Changed no. 3 from Feb 27 to March 20. Added no. 5.3 letter from RBC. MOTION: Rachel moved to approve the agenda as revised. Lorna seconded the motion. Motion carried.
- APPROVAL OF MINUTES from 2023 March 20 MOTION: Lorna moved to accept the March 20 meeting minutes. Carolyn seconded the motion. Motion carried.
- 4. **APPROVAL OF CONSENT AGENDA** (Reports for information only, no discussion required) **MOTION:** Barb moved to accept the consent agenda. Cindy seconded the motion. Motion carried.

4.1 **Promotions:** Rita Thurn read a letter that she received from Rhonda Gwen. Rhonda's advice: we should add a page under teacher resources with pictures and testimonials and benefits of being a member. Social media needs regular updating and links to the website every two weeks. **ACTION:** Rita will forward a copy of the letter she received. **RESULT:** The letter has been received and pasted below with the reports in 4.1.1.

#### 5. REPORTS FOR DISCUSSION

#### 5.1 AGM planning

Barb volunteered to man the registration desk and she will bring the signs to the meeting. Draw: plants as prizes for a draw. Game: Barb will organize a game; will need chairs in a circle. Board members should arrive at 9:00. Frances will monitor the Zoom attendees.

Agenda Package: Maryellen will print 10 copies and will include the minutes from last year's AGM.

Milestone presentations: Barb will ask the members receiving milestones to be present. We could ask Rosemarie to present them.

Email invitation: Beth will write an invitation for Barb to send to the membership and Maryellen will provide the Jotform link to RSVP.

Karenfaye will not receive a board member honorarium. Frances should receive acknowledgment.

**5.2 Nominating Committee**: Angela Frankowski is considering being a member at large and Sandra Joy Friesen. Timing of recitals is important and venues, so one person should supervise student recitals. This can be discussed in June.

**5.3 Request from RBC**: Maryellen will call the bank and tell them the account is not a trust.

### 6. BUSINESS, REPORTS FOR ACTION

### 6.1 Volunteer Coordinator

**MOTION**: Lorna moved to add \$1000 to expenses for Music Marathon. Carolyn seconded the motion. Insurance: You have to apply for a special certificate for the event. Our individual insurance policies should cover us. Motion carried.

#### 6.2 Catering

**MOTION:** Lorna moved to increase the catering budget by 30%. Carolyn seconded the motion. Motion carried.

ACTION: Beth will notify Nadia.

#### 6.3 Sponsorship

**MOTION:** Barb moved to approve the 2023 sponsorship tiers that Jackie proposed. Lorna seconded the motion. Motion carried. **ACTION:** Beth will let Jackie know.

#### 6.4 March Madness

Whiteboard on website: that's what Facebook is for. Send an announcement out to that effect. **ACTION:** Kaylee will write a motion for a future meeting to ask provincial about optimizing website for google results.

School credits page: this summer we should find a volunteer to update this page, although it is a provincial matter.

ACTION: Beth will tell Maryellen how to re-categorize the webpages.

#### 6.5 Policy on document storage

Decide how we're going to file them (by date or by occasion). **MOTION:** Lorna moved to accept the policy. Barb seconded the motion. Motion carried. **ACTION:** Beth will look at the motion re document storage with a view to getting it into P & P.

#### 6.5.1 thank you notes

**ACTION:** We will display the thank you cards on tables at the AGM and then destroy them after the meeting.

6.6 Increase expenses for chair to attend CFMTA?

Review this at a later time.

**6.7 Transferring branch funds to Endowment Society** Tabled

ADJOURN ARMTA CALGARY BRANCH MEETING ARMTA Calgary branch meeting adjourned at 11:20 am.

NO ENDOWMENT SOCIETY MEETING TODAY



**Calgary Branch Board Agenda** 2023 April 17 Attachments are in Google Drive

Chair - vacant Administrator Secretary - Maryellen Pankratz Vice Chair/Co-chair - vacant Past Chair - Beth Olver Members at Large - Karenfaye Shepherd-Carmichael (on leave), Beth Olver, Rachel McLellan, Lorna Sewell, Carolyn Steeves, Kaylee Read, Cindy Speelman Treasurer - Lorna Sewell Bookkeeper - Maryellen Pankratz ARMTA Provincial Board Rep - Barb Robertson, Carolyn Steeves CFMTA National Delegate Administrator – Nathene Arthur

**1. WELCOME** Please put your full name and email in the chat box for attendance ARMTA CALGARY MEETING CALLED TO ORDER AT:

**2. APPROVAL OF AGENDA** (including Endowment Society) AGENDA FEEDBACK -Type your top 3 items in the chat please. Please note any mistakes seen on this agenda etc.

### 3. APPROVAL OF MINUTES from 2023 Feb 27 March 20

#### 4. APPROVAL OF CONSENT AGENDA (Reports for information only, no discussion required)

- 4.1 Promotion- Rita Thurn
- 4.2 Rotary C3 Barb Robertson
- 4.3 Treasurer bookkeeper Maryellen Pankratz (revised Apr 11; added last paragraph)
- 4. No new report: Communications Barb Robertson, Impromptu Rachel McLellan, Treasurer
- Lorna Sewell

#### **5. REPORTS FOR DISCUSSION**

- 5.1 AGM planning agenda, promotion
- 5.2 Nominating committee update
- > ADDED 5.3 Letter from RBC

### 6. BUSINESS, REPORTS FOR ACTION

- 6.1 Volunteer coordinator motion for budget for Music Marathon
- 6.2 Catering convener request to increase budget for food
- 6.3 Sponsorship convener approve sponsorship tiers for 2023
- 6.4 March Madness follow-up: what is priority? What can we accomplish?
- 6.5 Policy on document storage Beth
- 6.5.1 what to do with Thank you notes Barb 's question
- 6.6 Chair expenses to attend CFMTA conference increase?
- 6.7 Motion to transfer Branch funds to the Endowment Society
- 7. ANNOUNCEMENTS, correspondence, next meetings: AGM May 8, new board May 15

#### Adjourn Branch Board meeting

# 8. Open Endowment Society Meeting --- Motion to postpone Endowment Society Meeting until there is a new report or new business.

- 8.1 Approval of minutes from 2023 Feb 27
- 8.2 Approval of CONSENT AGENDA (Reports for information only)
- 8.3 REPORTS FOR DISCUSSION
- 8.4 Reports for action
- 8.5 Adjournment

#### **REPORTS AND INFORMATION FOR AGENDA ITEMS**

4.1 **Promotions** Report 2023 04 04 Rita Thurn It is my understanding that the remaining business cards and Brochures that I have in my Office are redundant. Shall I keep them for posterity? Your comments please.

I am going to revamp how we Promote ARMTA through Media resources with the assistance of an International Marketing Representative in the business sector. Information will be forthcoming.

4.1.1 Here are Rhonda Gwynn's suggestions for expanding our Media Coverage for ARMTA.

### Hello RIta:

After the review of the ARMTA website, I think one of the best things to do would be to add a page under the Teacher resources page, or add a membership page to the top menu. This should have all of the benefits of membership and why a teacher would join ARMTA.

Not only is this important for the website, it will be important for driving traffic to the site via social media. There isn't a lot of information on the website right now in terms of why a teacher would bother to join, so you need to do some work on making it attractive.

You can do this through text and images but testimonials also work. In terms of your social media accounts the Facebook page does not have regular posts on it and none of them have hyperlinks to the website, if you're trying to do a member drive then that is one of the most important things you need to do, is drive traffic to the site so people will apply to be members.

There are a few different ways to do this, but it really depends on the demographics you are trying to target, and if membership increase is really your target.

Facebook has a very simple way of setting up posts like these on a regular basis. I would recommend in the case of ARMTA something every two weeks preferably on a Tuesday or Thursday, and more before, during and after events. What's excellent is there is a back end to Facebook, where you can plan these posts in advance, it will also tell you when your membership is more likely to be online, and give you demographic information about those people that are following your page. This will inform who you should target moving forward if you decide to do Facebook ads.

In the case of the Instagram page you have 37 followers but no post has ever been made, so in my mind either you should get rid of it, or you need to put content on there that is relevant to the demographic for Instagram which is the under 35 age group. This can also be set up in the Facebook back end as they're both owned by the same company META. Where Facebook can have more text and links, your Instagram will need to have more pictures and stories, videos or visual information.

If you don't have anybody on the Board who's capable of doing this on a regular basis, I would recommend hiring someone to handle your social media for you. The trick with Social Media, is once you start it you really can't stop if you want to maintain your following, gain more followers, interest and in your case Membership.

Let me know if this makes sense, and I apologize for getting it to you so late.

Regards Rhonda Gwynn BFA, BSc. CMS(MCL) IMMP. ROSEN (Canada) INT. Head of Marketing/Rebranding Services Canada, United States of America, Mexico & Central America

#### 4.2 Rotary C3 - Barb Robertson

ARMTA members are encouraged to attend the Civic Symphony concert, Sunday June 4. The four winners from the Rotary C3 2023 competition will perform with the orchestra. The four runners up will perform in a preconcert in the foyer.

# 4.3 TREASURER-BOOKKEEPER REPORT

MEETING DATE April 17, 2023

NAMES of committee members: Lorna Sewell, Treasurer & Maryellen Pankratz, Bookkeeper TYPE OF REPORT: INFORMATION for the board and DISCUSSION requested from the board

Bank balances as of April 10, 2023: \$45,505.31 ARMTA Calgary Branch \$10,900.03 Endowment Society

### **Endowment Society GICs**

Name1	Name2	Amount	Purchased	Matures
GIC4	Cdn Bank Market Smart	\$11,000	Nov 23, 2018	Nov 23, 2023
GIC2	Cdn Bank Market Smart	\$5,750	Nov 26, 2021	Nov 26, 2024
GIC1	Peter Turner Scholarship	\$3,570	Nov 20, 2020	Nov 20, 2025
GIC3	Morning Musicale Scholarship	\$5,000	Nov 28, 2022	Nov 28, 2025
		\$25,320		

#### **BOOKKEEPER'S REPORT:**

**Endowment Society Budget** Lorna has found a group of volunteers for Music Marathon and is asking to add 1000.00 to the budget for expenses.

**CFMTA Conference Grant** The deadline has passed and there were four applicants. The grant is for three and they have been chosen and notified.

**ACRA Scholarship Cheques** Of the 44 cheques dated and disbursed on January 28, all but five have been cashed.

**Request from Royal Bank** I received the attached letter regarding beneficiaries. I've also attached FAQs from their website and I outlined the paragraph that I think is relevant. I'm seeking guidance from the board, as they're asking for a reply by April 30.

**TREASURER'S REPORT:** Nothing to report.

#### 5.1 GENERAL MEETINGS

12.1 General Meetings may be attended in person or by electronic means (such as ZOOM) as specified by the Secretary.

12.2 The Annual General Meeting of ARMTA Calgary Branch shall be held each

year, within the first three (3) months of the end of the fiscal year, in Calgary, on a day fixed by the Board. Fourteen (14) days' notice of such meeting shall be

communicated by email to all members by the Chair or Secretary.

12.3 At every Annual General Meeting, the business of the meeting shall include:

12.3.1 the minutes from the previous AGM

12.3.2 business arising from the minutes

12.3.3 Reports of the Chair, Vice-Chair, and Administrator; and reports from

Conveners as determined by the Board.

12.3.4 the Financial Statement for the previous year

12.3.5 the report of the Auditors

12.3.6 the presentation of the budget

12.3.7 the election of Members at Large

12.3.8 the appointment of auditors for the ensuing year

12.3.9 new business

# 5.2 Nomination committee 2023 – as of April 10

Members at Large: need to nominate 6 for 2-year terms – need 4 more

- Beth Olver, Kaylee Read, Cindy Speelman have one year remaining in their 2-year terms
- Carolyn Steeves and Lorna Sewell may let their names stand for election for new 2-year terms
- Barb Robertson (March 23)
- Angela Frankowski (March 30 phone) -consider

# ARMTA Board Members: need 1 more

• **Carolyn Steeves** is coming to end of first 2-year term and may be appointed again.

Convener vacancies:

- ARMTA Calgary Recital and Awards (ACRA)
  - Seek 4-6 volunteers to assist ACRA/OSR:
    - Barb Robertson (March 23) committee member (March 29)
    - Amelia Farahbakhsh (March 30 phone) yes
    - Looi Tan (march30 email)
    - Crystal Yang (March 31 phone)
    - Kathy Dornian (April 3 email) day of if attending with students
    - Sarah Irwin (April 4 phone)

# Music Marathon remains vacant

- Jani Parsons? (email April 7 What is the date of the proposed Music Marathon? (that will define my capacity to be involved)
- 4-6 volunteers to assist
  - Looi Tan (March 30 email)
  - Crystal Yang (March 31 phone)
  - Sarah Irwin (April 4 phone)
  - .
- Social Media is vacant
- **Student Recitals** seek 2-6 volunteers who will arrange at least one recital each, and ask a Member at Large to coordinate them
  - Marissa Feria (email April 1)
  - Assist on day of
    - Crystal Yang (March 31 phone)
    - *Kathy Dornian* (*April 3 email*) day of if attending with students
    - Sarah Irwin (April 4 phone)
    - Margaret Brentnall (April 10 phone) maybe
- Workshops & Events is vacant
  - seek 2 4 volunteers to each arrange/host one professional development event
    - *Melodie Archer* for hosting a meeting/gathering
    - .
  - o seek 2 4 volunteers to share expertise at a small gathering

- Looi Tan (march30 email) how to teach group piano classes, some group activities that teachers may want to do for their masterclass or ensemble playing and re-arranging, or group rhythm games. My expertise is in the Yamaha method, but it doesn't necessarily have to be exactly Yamaha.
- Kathy Dornian (April 3 email) offering expertise at workshops/masterclasses, depending on timing of course
- Jani Parsons (email April 7) Is it possible that I could organize and teach a masterclass or workshop, if that is of interest? It may be possible for me to even arrange to have the event take place at the University of Calgary, if that is of interest.
- Yang Gao (phone April 10) clinician on piano performance
- Need to confirm Archives Sara Gobrail, Catering Nadia Khlynovskaya, Communications Barb Robertson, new Members- Melodie Archer, Promotion – Rita Thurn, Rotary Calgary concerto Competition (RC3) – Barb Robertson, Sponsorship - Jackie Law, Student recitals – Alice Monson decide in May,
- Confirmed to continue: Outstanding Student recital Rachel Baljeu, Endowment Society Projects -Nathene Arthur, Impromptu - Rachel McLellan, volunteer coordinator – Lorna Sewell

# 6.1 Volunteer Coordinator REPORT 2023 04 03 Lorna Sewell Information about Music Marathon

BACKGROUND: I sent out an email request to all of the Calgary branch membership as a last attempt to find interest to keep the Music Marathon alive for this spring. I received 6 replies of interest, out of which I have now 3 strong team members: Cathy Lis, Nadia K, Crystal Yang. I hosted an initial meeting for the ladies to meet and discuss where to start with planning Music Marathon (MM). Nadia and Crystal are researching venues and Cathy is looking into prizes for students the highest pledge amounts and/or random draws. I have had brief contact with Laura for guidance. Hopefully at the time of the Apr 17 board meeting I will have had a good conversation with her. All of the tasks in the updated job description for MM convener have been divided between the 4 of us.

RECOMMENDATIONS: Since there was nothing included in the 2023-24 budget for MM I **move that the board approve a budget for MM expenses for a minimum of \$1,000.** I say a "minimum" because I don't yet have the quotes from Crystal and Nadia at the time of writing this report. I will have a better idea once those come in.

# 6.2 **CATERING** CONVENER REPORT 2023.04.03 Nadia Khlinovskaya

During our last event, the total expenses for breakfast provided to the GM were \$81. It was based on a budget of \$2.5 per person.

I would like to bring to your attention the rising food costs due to the current inflation rate.

As a result, I recommend increasing our budget by 30% (\$3.25 per person) for all future catering events to ensure we can continue providing quality services that meet everyone's expectations.

6.3 Sponsorship CONVENER REPORT 2023, April 4 Jackie Law

RECOMMENDATIONS: As per suggestion from the board, please approve this 2023 Sponsorship tiers:

<u>2018</u> <u>2020</u> <u>2023</u>

LARGO	50	35	45
ADAGIO	100	65	80
ANDANTINO	200	120	150
ALLEGRETTO	300	180	250
ALLEGRO	500	300	400
VIVACE	700	400	550
PRESTO	800	500	650
PRESTISSIMO	1,000+	700	850

# 6.4 March Madness member engagement report. Beth Olver facilitator

Four Parties were held: In person House Parties on

- Saturday March 4 at 2 PM at Lorna Sewell's 9 attended
- Monday March 13 at 10 AM at Melodie Archer's 4 attended

And Online Parties on

- Friday March 17 at 10 AM 5 attended
- Sunday March 19 at 2 PM 3 attended

Most Branch members received a personal email or phone call inviting them to attend a March Madness Party. Beth prepared scripts for the callers. Beth Olver, Laura Whitehead, Ilkim Tongur, Jennifer Wolsey, Carolyn Steeves, Kaylee Read, Cindy Speelman, Jackie Law, and Rita Thurn made 15-20 contacts each. Barb Robertson sent out reminders to register.

Maryellen Pankratz managed the Jotform registration and set up Zoom meetings Beth Olver facilitated the meetings. Lorna, Kaylee and Rachel took notes from discussions Some gleanings from the meetings

- There is a desire to see and meet other members, catch up with friends and meet new colleagues
- more social events reminded about past events: composer showcase, Chinese New Year with silent auction and performances
- more professional development
  - online chats around a given topic, or video
  - o teachers with expertise sharing with other members, use expertise within the branch
  - smaller groups, discipline specific
  - rotate through the disciplines (speech arts, wind & brass, voice piano, theory)
  - o record sessions and have available on the website for a period of time
  - bring in outside guests online
  - more informal "coffee" gatherings wherein member teachers offer to share their ideas about various teaching topics: teachers teaching teachers in an intimate gathering similar to house party. Learning from each other as well as socializing.
- Lending library for teacher and student resources

- Repertoire classes and masterclasses for student development
  - April, November ahead of festivals or exams
  - Focus on developing skills, works in progress over polished performance
  - Maybe between 2 studios each teacher works with the other's students
  - Offer online pre-adjudication (evaluation of student's recorded playing ahead of a festival or exam)
- Whiteboard or platform online for teachers to connect with each other:
  - Sharing studios to give our students experiences with other teachers and share teaching styles.
  - Collaborative pianist listing
  - Students seeking collaborative experience
  - Teachers sharing ideas
  - Can we set up a way to help people carpool to Branch gatherings?
  - Connecting students for collaborative music experience voice teacher looking for senior piano students to accompany students
- optimize website so that it is a top result when googling for music teachers in Calgary suggested
  - o google ads?
  - maybe a provincial initiative
- Mentoring for beginning teachers invitation to sit in with experienced teachers as they teach in their studio
- Online options remain important
  - encouraged to have online option for AGM and other in person events and classes
  - Recordings of professional development, master classes, discussion groups
  - Need to find the expertise for recording and livestreaming
- Discussion about where and how often to have studio recitals venues (senior care facilities, churches, festivals, use of recital opportunities offered by the branch)
- Start a book club for members --- any kind of literature
- Positive comments about Impromptu
- Positive comments about adult student recital -- have more opportunities for adult students
- Learned about youth and adult string opportunities
- Some updates for the website
  - School credits page RCM theory requisites, Alberta curriculum match
  - Sort pages into new categories: Performance, Teachers, Parents, Students, contact us

# 6.5 **Proposed policy on documents containing personal information** *-- proposal from Beth Olver, revised March 2, 2023.*

ARMTA Calgary Branch's policies around gathering, keeping, or disposing of personal information are voluntary.

Paper copies of registration and application forms for occasions including recitals, master classes, or grants, should be shredded 12 months after the event. Digital copies should be removed from any digital storage (such as hard drives, discs, memory sticks).

Permissions for publication of creative endeavours (such as composition, art, or performances) shall be kept until those products are removed from public access, or after 50 years.

Permissions for the use of pictures or videos of persons shall be kept until those likenesses have been removed from public access, or after 50 years.

Documents to be kept more than 12 months, <mark>shall be scanned if they are not already digital documents, and kept in ARMTA Calgary's Google Drive. The Administrator will have access and provide access to conveners and officers of the Branch on an as needed basis.</mark>

### Background

Sept 19 2022 minutes 6.5 ACRA

MOTION: Karenfaye moved to scan all hardcopy FOIP documents and archive them in a passwordprotected cloud document. Barb seconded the motion.

Barb will email Naomi to offer her help regarding specification of all the extra awards that can be applied for and she volunteered to scan all the FOIP documents.

QUESTION: Should we develop a policy to specify how long we will keep various documentation? Nathene will contact Provincial and CFMTA to ask how long we should keep certain documents. Lorna says will pose the same question to Alberta Charities.

# Motion tabled until the research is done.

Oct 17 2022 minutes 8.1 Proposed Policy on document storage - Beth:

Have administrator keep a worksheet about

when/how/what things are being destroyed. MOTION MADE IN SEPTEMBER: Karenfaye moved to scan

all hardcopy FOIP documents and archive them in a password-protected cloud document. Barb seconded the motion.

Frances will ask her computer-scientist husband for advice and will forward the info onto Beth to organize. **TABLED TO NEXT MEETING** 

Need to determine logistics of password-protected cloud storage: who has access to cloud storage, how access will be transferred to those newly given authority to access, who will be the keeper of the password, costs of having /maintaining cloud storage

ARMTA Calgary Branch is not subject to PIPA (Personal Information Protection Act) see worksheet 1 at <u>https://www.alberta.ca/personal-information-for-non-profits-and-other-organizations.aspx</u> As a non-profit, this is only required if the personal information is "used or disclosed for commercial activity". The guideline is that we keep the personal information only for as long as the personal information is required for legal or business purposes.

Attached with Oct'22 Agenda: PIPA non-profit worksheet, PIPA security plan, PIPA disposal plan

FOIP (Freedom of Information and Protection of Privacy) does not apply To ARMTA because we do not provide access to information outside of our own use.

http://www.servicealberta.ca/foip/online\_training/focusprivacy/html/

000F1F652B9D10345A76020300000E7/000F1F652B9D10345A7D0202000004C3.htm

**Lorna:** I have corresponded with FOIP/PIPA help desk. Here is a summary of the information I received 11 with regard our required treatment of personal information. As a non-profit, this is only required if the personal information is "used or disclosed for commercial activity". The guideline is that we keep the personal information only for as long as the personal information is required for legal or business purposes.

After the time mentioned above, we must destroy the records containing the personal information. OR render the information as non-identifying.

I take from this that all of the registration forms which have been saved should be destroyed. I would suggest that even the permission slips related to photos/videos taken during activities can be destroyed, leaving the photos/videos with no identifiable information attached to them.

**Barb**: think we should keep a record of the photo/video permissions. we are doing that at Church. In this day and age it seems that people are going back years to deal with issues that happened in the past.

6.6 From the 2023 (and back to 2020) version of job description for Chair point 14

ARMTA Calgary Branch shall send the branch Chair (or in the absence of the Chair, a designated Branch Board member) to CFMTA conference in odd numbered years. The Branch will pay the conference registration fee and up to \$500.00 accommodation and other expenses upon submission of receipts. This sum should be revisited by the executive annually.

Should the \$500 expense amount be increased by 10%?

6.7 motion to transfer Branch funds to Endowment Society: annually? % of revenue? \$5 from every membership, or....

7 correspondence:

On Wed, Mar 29, 2023 at 10:24 PM Nadia Khlynovskaya <<u>nadin.piano@gmail.com</u>> wrote: Dear Barbara,

I am writing to express my sincere gratitude for being selected as one of the successful applicants for the Conference Grant. Thank you and the Branch Board for this wonderful opportunity to attend a national CFMTA Conference for the first time.

I appreciate the effort and resources the Branch Board has put into this grant program, and I am honored to have been chosen as one of the recipients.

Once again, thank you for your generosity and support. Sincerely, Nadia Khlynovskaya