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Calgary Branch Board Meeting

Date: April 14, 2025

Place: Zoom

MINUTES of MEETING

CHAired BY: Sandra Joy Friesen

RECORDING SECRETARY: Maryellen Pankratz

NAMES OF ATTENDEES AND ABSENTEES

Members Present: Sandra Joy Friesen, Mandy Loban-Jordan, Beth Olver, Lorna Sewell, Alexandra Andrievesky, Barb Robertson, Erika Gomez

Regrets: Angela Frankowski, Carolyn Steeves

OPEN ARMTA CALGARY MEETING

ARMTA CALGARY meeting called to order at 9:31 am.

SECTION 1: MEETING MINUTES pages 1-2

2. Approval of the Agenda

MOTION: Mandy moved to accept the agenda as presented. Lorna seconded the motion.

Amendments: Added 7.1 and 7.2. Motion carried.

3. Approval of the Minutes of the meeting of March 17, 2024

MOTION: Barb moved to accept the February meeting minutes. Mandy seconded the motion. Motion carried.

4. Approval of Consent Agenda (reports for information, no discussion required)

MOTION: Barb moved to accept the consent agenda. Lorna seconded the motion. Motion carried.

5. Reports for Discussion

5.1 Bookkeeper Report, Maryellen

Grants to remain according to how the budget was created.

5.2 AGM Planning

ACTION: Sandra Joy will arrange catering with Nadia.

ACTION: Barb will bring the flowering plants.

ACTION: Maryellen will send the link to Sandra Joy.
ACTION: Sandra Joy will write an invitation for Barb to email.

5.3 Student Recitals Report, Alexandra

Amendments discussed: For Adult recitals, decrease minimum number of participants from 15 to 10-12.
Increase time limit for Levels 9 and above.

ACTION: Maryellen will update the webpage and Jotform.

6.2 Desktop Publisher Report, Maryellen

MOTION: Beth moved to accept the proposed sponsorship tiers for 2025 that was attached to the agenda. Alexandra seconded the motion. Motion defeated.

Discussion about further tier changes occurred after the meeting via email exchanges.

TABLED on the eve of April 17, the chair tabled this topic via email until the next meeting.

6.4 Branching Out (no decisions made)

WORKSHOP IDEA: Erika suggested a workshop put on by her mental health colleague. Invite teachers and parents.

ACTION: Sandra Joy will put Erika in touch with the new Workshop Convener, Michelle Gao.

7.1 Sponsorship Convener

ACTION: Sandra Joy will ask Jackie Law to step down from the sponsorship convener position.

ACTION: Sandra Joy will ask Rita Thurn to step down from the promotion convener position.

DISCUSSION: The board agreed to discontinue the sponsorship honourarium after this year (after Jackie Law is paid).

7.2 Funding for May 23rd masterclass with Jon Kimura Parker

ACTION: Sandra Joy will ask Michelle Gao to advise Nadia Riterman that we will contribute to the venue up to a maximum of \$300.

Adjournment: Barb moved and the chair adjourned the ARMTA Calgary meeting at 11:01 am.

SECTION 2: AGENDA pages 3-4



Calgary Branch Board Agenda April 14, 2025, 9:30 AM
Via zoom

Chair: Sandra Joy Friesen

Past Chair: Beth Olver

Vice Chair: Alexandra Andrievsky

Administrator: Maryellen Pankratz

Members at Large: Beth Olver, Lorna Sewell, Barbara Robertson, Carolyn Steeves, Angela Frankowski, Sandra Joy Friesen, Erika Gomez, Mandy Loban-Jordan, Alexandra Andrievsky

Treasurer: Lorna Sewell

Bookkeeper: Maryellen Pankratz

ARMTA Provincial Board Rep: Carolyn Steeves, Sandra Joy Friesen

Endowment Society: Nathene Arthur (non-voting), Carolyn Steeves

Regrets: Angela Frankowski

1. Welcome, Call to Order

2. Approval of Agenda

3. Approval of Minutes from March 2025 (attached)

4. Approval of Consent Agenda (reports for Information only)

4.1 Provincial Board Rep Report, Carolyn Steeves & Sandra Joy Friesen

4.2 Chair Report, Sandra Joy Friesen

4.3 Rotary C3 Report, Barb Robertson

5. Follow-up Business from February

5.1 Bookkeeper Report, Maryellen Pankratz (suggestions)

5.2 AGM Planning (see Chair Report)

5.3 Student Recitals Report, Alexandra Andrievsky

6. New Business

6.1 Nominating Committee update: Workshop/Events Convener Michelle Gao

6.2 Desktop Publisher Report (request to deny 6.3 and approve attached “Sponsorship Tiers for 2025 Proposed by Maryellen”)

6.3 Sponsorship (approval request), Jackie Law (attached “2024 Fall Sponsorship Levels (1)”)

6.4 Branching Out Theme: Music Makes A Difference – ideas?

6.5 Communications Question

7. Other Business

7.1 sponsorship convener

7.2 Funding for May 23rd masterclass with Jon Kimura Parker

8. Announcements

AGM May 12, 2025; 9:30. St. David's United Church.

Next Board meeting May 26, 2025; 9:30 am

Adjourn Branch Board meeting

9. Endowment Society Meeting

SECTION 3: REPORTS pages 4-9

4.1 Provincial Board Rep Report, Carolyn Steeves & Sandra Joy Friesen

Fall Conference in the planning stages: An email was sent out to Conveners, Board members, volunteers past and present, to request feedback for the planning committee. The conference would work with Alberta Band Association and AMEF for a two-day conference at Red Deer Polytechnic, and would include a marketplace and concert (honour band) and 4 workshops. Income and expenses are estimated at \$1126. Registration fee is \$149. Marlaine Osgood (osgoodmg@gmail.com) is the Conference Convener and is asking for feedback to assist the planning committee: Is there a presenter you would like to hear from at the fall conference? Is there a topic you would like presented at the fall conference? What are members interested in and what would you attend?

Reminder: Professional Development funding of \$400 eligible for applicants to attend CFMTA. \$ to be given in advance of the conference.

Leave of Absence: 1-year leave of absence granted for a Calgary member.

Re: Examining Board, from Tamara Bowie - I would like to thank Brad Parker for his time on the board. We appreciate your comments and insights and wish you all the best in your future. Welcome Ladona Ahenda to the examining board. She teaches in Calgary and will be a great addition to our team.

4.2 Chair Report, Sandra Joy Friesen

Correspondence with new Events/Workshop Convener: Michelle Gao

Upcoming events in the planning stages:

Masterclass with Jon Kimura Parker in mid-May in collaboration with Esther Honens Community Engagement

Presentation of CFMTA Conference 2025 with Sandra Joy Friesen in mid-September

Masterclass with composer John Burge in November, in collaboration with Canadian Music Centre, Prairie Region (Calgary)

Presentation by Carmen Letourneau (Lethbridge Branch) in 2026

Correspondence with Recital Convener: Alexandra Andrievsky to discuss updates to Student Recitals Policies.

Correspondence with Promotions Convener: Rita Thurn who ordered new black and white signage. I picked up the sandwich board and roll-up vinyl banner. At the AGM, someone from the South should take one set of signs, so that there will be one set in the North and one set in the South going forward.

Created Nominating Committee process for contacting the entire membership to encourage teachers to get involved; members include Nathene Arthur, Angela Frankowski, Erika Gomez, Melodie Archer to be contacting members throughout the month of April and early May.

AGM Planning : AGM Monday May 12, 2025. 9:30-12:00

- a. Venue St. David's United; booked from 9:00 for set up
- b. Frances Ewington in charge of the computer/tech for Zoom attendees
- c. Small gifts for volunteers of Board members, Conveners, Administrator
- d. Catering: Nadia to be contacted
- e. Prior to meeting, send out survey to members about "parents subscribing to receive ARMTA email updates"
- f. Door Prizes 5 \$30 gift certificates purchased (3 L&M, 2 MM) DONE
- g. Guest Presenter: Annette Bradley, ARMTA Provincial President CONFIRMED

4.3 Rotary C3 Report, Barb Robertson

The winners of the competition perform on the stage of the Jack Singer Concert Hall, Arts Commons, on Sunday June 1, 2025 at 2:30 pm.

The Runners-Up will also perform a pre-concert recital in the lobby on the Duet Stage at 1:45 pm

Tickets:

\$19 plus taxes & fees - Youth (17 yrs & under)

\$25 plus taxes & fees - Senior/Student (18 years & older);

\$28 plus taxes & fees - Adult;

Children 6 and under are free.

Call 403 294-9494

5.1 Bookkeeper Report, Maryellen Pankratz

Bank balances as of April 7, 2025:

\$22,594.60 ARMTA Calgary Branch

\$ 9,175.88 Endowment Society

ARMTA Calgary GICs

Name1	Name2	Amount	Purchased	Matures
GIC1	Cdn Bank Market Smart	\$8,000	Nov 17, 2023	Nov 17, 2025
GIC2	Cdn Bank Market Smart	\$16,000	Nov 17, 2023	Nov 17, 2028

\$24,000

Endowment Society GICs

Name1	Name2	Amount	Purchased	Matures
GIC1	Peter Turner Scholarship	\$3,570	Nov 20, 2020	Nov 20, 2025
GIC3	Morning Musicales Scholarship	\$5,000	Nov 28, 2022	Nov 28, 2025
GIC4	Cdn Bank Market Smart	\$11,000	Dec 1, 2023	Dec 1, 2026
GIC2	Cdn Bank Market Smart	\$5,000	Nov 22, 2024	Nov 22, 2027
		\$24,570		

MTNA Conference Grant We had one applicant for the MTNA Conference Grant that was created last year. Karen Gerelus submitted all of the requirements last month for the \$400 grant.

Her registration fee was \$375 USD, which converts to around \$525 CAD. Due to the high cost of the conference fee and seeing as how we need to spend the surplus of funds, how would the board feel about increasing this grant? And if so, would you consider making it retroactive for Karen?

CFMTA Conference Grant We had two applicants and they have been notified of their approval (pending the requirements). The grant amount of \$1000 will cover approximately half of their cost. Since there wasn't a third applicant and seeing as how we need to spend the surplus of funds, how would the board feel about splitting the available \$3000 evenly between the two applicants?

5.3 Student Recitals Report, Alexandra Andrievsky

There have been four ARMTA student recitals thus far this year

1st recital:

- Date: November 17, 2024
- Time: 3:30pm
- location: Virtual online recital
- performers: 12 performers
- recital host: Gloria Chu
- winner of \$25 draw: Rishi Vedula
- cost: no venue rental, \$20 Zoom fee and \$25 draw

2nd Recital:

- Date: December 15, 2024
- Time: 2:00 p.m.
- location: Fish Creek Assisted Living Home
- performers: 24 performers
- recital host: Alena Naumchyk
- winner of \$25 draw: no draw
- cost: no venue rental

3rd Recital (Adult):

- Date: February 9, 2025
- Time: 4:30
- location: Cornerstone Music Cafe
- performers: 11 performers (Voice, piano and violin)
- recital host: Kaylee Read
- winner of \$25 draw: Rayna Boschman
- cost: \$50 venue rental, \$24.40 programs and \$25 draw

4th Recital:

- Date: Feb 14, 2025
- Time: 6:00 p.m.
- Location: Michael Lipnicki Fine Pianos
- Performers: there were 17 registered but 2 two cancelled. The recital lasted 50 minutes and had an audience of about 55.
- recital host: Marissa Feria
- Winner of \$25 draw: Alexandra Cholnikova
- cost: no venue rental, \$25 draw

There is one more recital planned for June 21, 2025, in the SW.

It has been suggested that it would be a good idea to consider organizing an additional recital in the North, but the counter argument is that it gets busy with many events at this time of year (Festival, Music Marathon).

In addition, after a discussion with Sandra Joy and Maryellen we agreed that some guidelines need to be adjusted, so that organizing these events is worthwhile, and so that they present well.

1. 15 is a minimum number of participants.
2. For recitals that are online or in a venue that does not charge, there should be no lower time limit, but for venues that charge, there should also be a minimum of 45 minutes playing time. Information should be available on the sign up page with these minimum requirements.
3. Applications open 3 weeks ahead of the recital and should close one week prior, after which it will be determined whether it is going ahead, based on the above guidelines.
4. Time limit per teacher should be increased to 12 minutes, and the limit of the number of students should be taken out. The Recital Host will have no time limit on their students.

Sandra Joy also suggested that I contact the recital hosts from this year and see if they can commit to, at least, a specific month for hosting next year, as that information could go on our website and make planning easier for all ARMTA teachers.

Additionally, we notice that the only recital to have other instruments besides the piano was the adult recital, and would suggest sending a note (at the start of the next school year) to members of ARMTA

who teach other instruments/voice/speech arts, to remind them of the performance opportunities for their students.

A reminder, as well, that all are welcome to add to the event location list on the Members page, should you come across a good (and preferably inexpensive!) recital space. If you would like to do that, please send the information to Maryellen (armtaofficers@gmail.com) and she will add it to the list.

6.2 Desktop Publisher Report (request to deny 6.3 and approve attached “Sponsorship Tiers for 2025 Proposed by Maryellen”)

I am asking that the board NOT approve the sponsorship tier sheet requested by the convener (see 6.3). The problem is with the ad sizes (not the rates). In the March 18, 2024 meeting minutes, the board approved raising rates back to what they were in 2018. No one is opposing this. The following (5.4b) is the convener’s report in entirety from a year ago:

5.4b Sponsorships, Jackie Law (from March 28, 2024 meeting)

For the new sponsorship season starting Fall 2024, should we stay at the same rates (see below) as last year? If not, how many percent higher or lower?

	<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

The sizes in the convener’s attachment are different than what has been in use since I’ve been doing *Impromptu* and I rejected these when putting the newsletter together in August 2024. They had not been reviewed with me first and had never been submitted to the board for approval. Here is a summary of the changes she’s proposing:

Largo: downgrade in ACRA from business card to no ad (they would be paying \$50 just to have a listing in ACRA)

Adagio & Andante: downgrade in ACRA from business card to no ad

Allegretto: no changes

Allegro: downgrade in ACRA from 1/4-page to business card

Vivace: downgrade in ACRA from 1/2-page to 1/4-page and upgrade in *Impromptu* from 1/2-page to full page (note: this would change Michael Lipnicki’s ad to full page, but their ads are landscape. We can’t have full page landscape ads because they would be situated sideways on screen.)

Presto: no change

Prestissimo: downgrade in ACRA from full page to 1/2-page (this is our premium sponsor)

I've created an updated sponsorship tier list for 2025 that I would recommend. I added our logo, changed "Honours Recital" to "ACRA", removed the last column, added the dimensions of business card size, clarified some of the wording in the headers, added a footnote with the date of the last update, and *clarified the wording in the bottom-right cell. Changes and additions that I'm proposing are in red.

*Does my wording reflect our intent?

The only changes to ad sizes that I'm recommending are:

Andante: Upgrade Impromptu from business card to 1/4-page

Allegretto: Upgrade ACRA from business card to 1/4-page

Prestissimo: Add "Premium" to ACRA

6.3 Sponsorship, Jackie Law (approval request), attached "2024 Fall Sponsorship Levels (1)"

From: Jackie Law <jcklaw518@gmail.com>

Date: Mon, Mar 31, 2025 at 7:33 PM

Hi,

I need to have the attached advertiser rate levels approved by the board, even though it is the same as last year.

Thanks,
Jackie

- 7.1 sponsorship convener
- 7.2 funding approval for may masterclass