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Calgary Branch Board Meeting

Date: January 19, 2026

Place: Zoom

MINUTES of MEETING

CHAIRED BY: Sandra Joy Friesen

RECORDING SECRETARY: Maryellen Pankratz

NAMES OF ATTENDEES AND ABSENTEES

Members Present: Sandra Joy, Looi Tan, Mandy Loban-Jordan, Marissa Feria, Erika Gomez, Barb Robertson, Carolyn Steeves, Nathene Arthur

Regrets: Alexandra Andrievsky, Angela Frankowski

OPEN ARMTA CALGARY MEETING

ARMTA CALGARY meeting called to order at 10:01 am

SECTION 1: MEETING MINUTES pages 1-2

1. Correction to Announcement

Prior to this meeting, a typo in the first agenda was corrected regarding the date of the next meeting. This was also announced at the start of this meeting: the next meeting is February 9 (not February 19).

2. Approval of the Agenda

MOTION: Mandy moved to approve the agenda as presented and Looi seconded the motion. Carried.

3. Approval of the Minutes of the meeting of November 17, 2025

MISSED - Table to next meeting.

4. Approval of Consent Agenda

MOTION: Looi moved to approve the consent agenda and Erika seconded the motion. Carried.

5.1 Approval of Job Descriptions

MOTION: Erika moved to accept the updated Recital Convener and Host Job Descriptions and Marissa seconded the motion. Carried.

MOTION: Carolyn moved to approve the updated New Member Job Description and Welcome Letter and Mandy seconded the motion. Carried.

ACTION: Maryellen will replace the text in the master Job Description Word document.

5.2 Sponsorship Tiers

A committee will be formed in April or May with Barb and Maryellen. An invitation will be sent to Andrea, Rachel and any board member who would like to join us for planning.

5.3 New Member Dues

MOTION: Erika moved to waive the first year of dues for new members and Mandy seconded. Carried.

ACTION: Sandra Joy will ask Tamara to set up a discount code to waive the first year of dues for new Calgary Branch members. She will also ask for a list of Calgary-Area Provincial members who are not branch members.

5.4 Signage Policy

MOTION: Erika moved to accept the following signage policy and Barb seconded the motion. Carried.

The ARMTA Calgary roll-up banner and sandwich board are available for members to display at their own recitals if the signage is available, and with the following conditions. 1. The teacher agrees to pick up the signage and return the signage within 2 days of the recital. 2. The signage will be returned in good condition. 3. If there is damage, the teacher agrees to replace the signage.

5.5 Workshop Proposal

ACTION: Sandra Joy will advise Michelle that the board will entertain this proposal if the clinician would be willing to cut her fee in half to \$150.

ARMTA Calgary meeting adjourned at 11:14 am

Endowment Society meeting called to order at 11:14 am

Endowment Society meeting adjourned at 11:19 am.

SECTION 2: AGENDA pages 2-3



Calgary Branch Board Agenda January 19, 2026, 10:00 AM

Chair: Sandra Joy Friesen

Vice Chair: Alexandra Andrievsky

Administrator: Maryellen Pankratz

Members at Large: Barbara Robertson, Carolyn Steeves, Angela Frankowski, Sandra Joy Friesen, Erika Gomez, Mandy Loban-Jordan, Alexandra Andrievsky, Nathene Arthur, Looi Tan, Marissa Feria, Erika Gomez

Bookkeeper/Treasurer: Maryellen Pankratz

ARMTA Provincial Board Rep: Sandra Joy Friesen, Barbara Robertson

Endowment Society Projects: Nathene Arthur, Carolyn Steeves, Cathie Kernaghan, Maryellen Pankratz

Present: Sandra Joy, Looi Tan, Mandy Loban-Jordan, Marissa Feria, Erika Gomez, Barb Robertson, Carolyn Steeves, Nathene Arthur

Regrets: Angela Frankowski, Alexandra Andrievsky

1. Welcome, Call to Order

2. Approval of Agenda

3. Approval of Minutes from November 2025

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

4.1 Social Media Report

4.2 Recital Convener Report

4.3 Provincial Rep Report

5. New Business

5.1 Job Descriptions (New Member Convener, Recitals Convener) update (3 attachments)

5.2 Sponsorship / Tiers discussion (Report below + 2 Tier attachments)

5.3 Administrator Report / question

5.4 Signage Policy

5.5 Workshop Proposal / request approval

6. Announcements

Next Board meeting February 9, 2026; 10:00 am

7. Endowment Society Meeting

7.1 Projects Report

SECTION 3: REPORTS pages 3-8

4.1 Social Media Report, Babur Tongur

I regularly manage the ARMTA Calgary Meta Business Suite, overseeing both our Instagram and Facebook platforms. My primary role involves sharing posts from board members regarding ARMTA Calgary updates. Recently, I have published several announcements mostly on Armta Calgary Facebook page.

Key examples of recent posts include:

- **Instagram:** ArcherFest – Musical Excellence, November.

- **Facebook:** Professional Development; Impromptus March 2025 Spotlight Composer: Elgar; Pianist John Burge Masterclass & Presentation; Student Competition; and the CMC Violet Archer Lifetime Achievement Award recipient, Allan Gordon Bell.

Looking ahead, we plan to increase our Instagram activity starting next month to ensure it is as active and engaged as our Facebook page.

4.2 Recital Convener Report, Alexandra Andrievsky

So far this Academic year two ARMTA Recitals have taken place.

The first was hosted by Marissa Feria on Friday October 24, 2025 at Michael Lipnicki's Fine Pianos. There were 27 participating students from the studios of 5 participating teachers. The winner of the Random Draw was Tayvin Cheng-Cappelli.

The second was hosted by Alena Naumchyk on Saturday December 20, 2025 at Fish Creek North Retirement Community Living. There were 24 participating students from the studios of 4 participating teachers. No Random Draw was held.

We (Sandra Joy, Maryellen and myself) have recently reviewed and updated job descriptions for Recital Convener and Recital Host with the intention of streamlining communication, making the roles more clear and the process more manageable. This includes Maryellen creating a form for the Host to fill out after the event to facilitate information gathering. We feel it is important for whomever volunteers to be an ARMTA Recital Host to follow the job description, as the Recital is held under the auspices of ARMTA. We would like the input of the committee on this issue, as we are aware, and appreciate, every Recital Host volunteers their time, but still feel ARMTA should hold them to the standard (for example, ARMTA Calgary website states that a Random Draw will be held at each ARMTA Recital, but that guideline is not always followed by the Host).

4.3 Provincial Rep Report, Sandra Joy Friesen

Committee: Sandra Joy Friesen and Barb Robertson

ARMTA Service Award Nominations are due (names are submitted to Tamara Bowie) by February 2. This award honours the efforts of an individual who has volunteered exceptional services for the betterment of ARMTA Provincial members and the association. The recipient is chosen by the members of the Provincial Board and it is awarded at the Provincial AGM.

Next Provincial Board meeting is Saturday February 28.

Budget requests are due by February 2.

5.2 Sponsorship/Impromptu Report, Maryellen Pankratz

Committee: Andrea Case, Sponsorship - Rachel McLellan, Impromptu - Maryellen, Desktop Publishing

Many of our tiers sell one ad size for Impromptu and a smaller size for the ACRA recital programme. Because ACRA is roughly half the size of Impromptu, the smaller ads are creating a legibility problem. We have jumped from one business card size in ACRA to seven. Since sponsors are paying for their ad space,

it doesn't seem right when the text becomes too small to read. Even most of the text in the 1/4-page ads is too small to read. I have had to reach out to our new sponsors in these tiers to give them the option of re-working their ads for ACRA.

I would like to modify our Sponsorship Tier Sheet to separate the two publications and I have submitted a sample to propose for approval. Instead of having nine tiers, I'm proposing four for *Impromptu* and two for ACRA. I have also attached our current tier sheet so you can compare the two.

It would also be helpful to change the business card size to 1/8-page. Fitting a 3-1/2 x 2 inch ad is awkward and leaves extra space. Sometimes I pad that extra one to two inches with a filler (e.g. small graphics, such as musical notes).

I entered rates based on the current Tier Sheet by using ratios to account for adjusted ad and publication sizes. New to the Tier Sheet, I've introduced options to "Sponsor a Student".

Finally, in an effort to streamline the process for everyone involved, I have created an order form in Jotform. The biggest advantage to this would be having all ads uploaded by the sponsors, all in one place. No more emailing ads to Andrea, her forwarding those emails to Rachel and me, and Rachel uploading them to her Google Drive.

5.3 Administrator Report, Maryellen Pankratz

For Discussion New Member Branch Fees

I'm asking the board to re-consider waiving the first year of dues for Calgary members. There are some Provincial members in our area that don't become Branch members. I think there is the potential to attract all new Provincial members in the Calgary area to sign up for branch membership if there was no cost to them. The likelihood of them staying on after their first year may be high if they have experienced all that we offer (or if they don't remember to cancel their membership at the branch level).

We currently offer a 50% discount for each new member's first year. It might be worth the cost of giving up the other 50% of that income for one year if it increases the possibility that they remain with our branch throughout their Provincial membership. And since we have a sizable accumulation of funds that we need to use up every year, we are in a good financial position to adopt this.

For Information Student-Parent Email Sign-Up

As per my requests, Barb sent the first initiative to members on November 17 and a reminder on January 8.

As of the 14th of January, 13 students/parents have subscribed (2 of those are board members). I have sent one email blast to my audience. That was the DETSA announcement sent on December 17th.

For Information Answer to question that arose during the last meetings

During the November 17 meeting, I was asked how much money is being spent to mail *Impromptu* to the winners of Student Competitions:

Winners from 2025 Competitions

DETSA Jan 2025: 3

Stories May 2025: 9

Posters Aug 2025: 9

Videos Dec 2025: n/a

TOTAL: 21

To mail *Impromptu*, the cost of printing, envelopes and stamps is close to \$10 per issue.

21 winners x \$10 each = **\$210**

5.4 Policy for Borrowing ARMTA Signage

Background: in December, we received a request from an ARMTA teacher who wanted to display the roll-up ARMTA banner at her own studio recital. She felt it would be good advertising for ARMTA; many of her parents were not aware of our organization. Through emails, the Board agreed to let the signage be borrowed with the intent to put a policy in place for future similar requests. The signage was borrowed and she returned it, no problems.

Policy Statement

The ARMTA Calgary roll-up banner and sandwich board are available for members to display at their own recitals if the signage is available, and with the following conditions. 1. The teacher agrees to pick up the signage and return the signage within 2 days of the recital. 2. The signage will be returned in good condition. 3. If there is damage, the teacher agrees to replace the signage.

The Black and White set is in the South at the home of Kaylee Read. The Teal set is in the North at the home of Sandra Joy Friesen.

Do we need a signed agreement from the teacher?

Add to Policy and Procedures somewhere?

Do we want to promote this type of thing to our teachers?

5.5 Workshop Proposal, Michelle Gao

Josée Allard Online Improvisation Workshop Request

Date: Friday, April 17th 2026

Time: 9:30-11 AM

Location: Online Workshop

Cost: \$300

Workshop Description

Facilitated by Josée Allard, Bacc Mus., Certified Music For People Practitioner This workshop is intended to provide tools for music teachers that they can use in lessons to make improvisation accessible to all. In this webinar, we will explore starting points by introducing simple techniques, and contexts, which can be used to integrate improvisation in all aspects of music teaching and applied to all musical styles.

These entry points include vocal warm ups, rhythmic exercises and games which deepen listening and develop collaboration skills. This innovative approach developed over the last 30 years by Grammy Award winning cellist and members of Music For People (www.musicforpeople.org) encourages individual musical expression through improvisation by approaching the fundamental aspects of music in

a mostly intuitive and accessible way. There is absolutely no need for previous experience in improvisation for this workshop. For more info, visit: www.creativemusic.ca

The benefits of improvisation

Improvisation develops:

- Spontaneity and freedom
- Connection to the instrument
- The ear and listening skills
- Composer's perspective
- Confidence
- Integration of musical elements
- Reduced performance anxiety
- Discovery of one's own technical resources
- Physical and emotional relaxation
- Authentic performance
- A wide range of felt dynamics

All these benefits are applicable to traditional repertoire.

Josée Allard's Bio

Josée Allard received her Bachelor's degree from the University of Montreal in 1993. She distinguished herself in various national competitions, including the MSO Competition, where she won a first prize in 1987. She then gave several concerts, among others at the Montreal International Piano Festival, the Lachine International Festival and the Piano Nobile at Place des Arts. In 1988, she performed the Concerto for Three Pianos by Mozart with the OSM alongside Alain Lefèvre and Charles Dutoit. In addition to her teaching practice of 30 years, she turned to improvisation, and in 2008, completed a four year training program in Leadership and Musicianship with Music for People. Since then, she has launched improvisation albums and piano compositions for students. She has led improvisation workshops in different institutions in Canada and she is currently hosting an online Piano Improvisation Program. Josée Allard is a member of the APMQMTA.

7.1 Endowment Projects Report, Nathene Arthur

Committee: Carolyn Steeves, Maryellen Pankratz, Cathie Kernaghan, Nathene Arthur

Our Calgary ARMTA Endowment Committee serves to provide competitions and prizes to students of ARMTA Calgary teachers, using our Calgary ARMTA Endowment Fund. These competitions are open to all our students, whether or not they are taking exams or otherwise engaged beyond their lesson time with their teacher.

We currently have four projects: Poster, Video, Story and DETSA (Dual Excellence Teenage Superstar Award). Over the years we have had many wonderful entries and the students who enter are very creative, having fun, and being inspired by music and speech arts in new, personal ways.

In this report, we will present our 2026-2027 Budget request, and make a statement for discussion about the purpose of this committee.

1 **BUDGET REQUEST: \$2,800.**

A. Story Competition - entry deadline April 5, 2026 - first, second and third place prizes in three age categories. Changes from last year: Grade 8 and under are to be one page, Grades 9-12 should be two pages. Total prize money \$930.

B. Video Competition - entry deadline July 12, 2026 - all ages - first, second and third place prizes and three random draws. No changes from last year. Total prize money \$400.

C. Poster Competition - entry deadline October 11, 2026 - first, second and third place prizes in three age categories, with three random draws. No changes from last year. Total prize money \$615.

D. DETSA (Dual Excellence Teenage Superstar Award) - entry deadline January 2027 - first, second and third place prizes, with three random draws. There may be further changes on this competition, TBA. Total prize money \$750.

Total budget request for 2026-2027 is \$2,800. This includes the \$2,695 for the four competitions as listed above, plus a cushion for ties, etc.

Notes: The DETSA competition had six entries from six studios. The teenaged students who entered were amazing! It is noteworthy that this competition included six different teachers submitting their students from piano, singing, violin, speech arts and a combination of those. The quality of the entries was very high.

CLARIFICATION OF THE PURPOSE OF THE CALGARY ARMTA ENDOWMENT COMMITTEE.

This statement was developed by Maryellen Pankratz.

The Endowment Projects Committee for Student Competitions welcomed a new group member in the last 2-3 months. At the first meeting in November, it was explained that the purpose of these projects is to award cash prizes from Endowment funds and the new member had nothing to say in return.

At the second meeting in early January, the new member expressed extreme displeasure with choosing 1st, 2nd and 3rd place winners and awarding them with money. This person would instead like to see participation certificates distributed to every applicant, particularly the younger students. She also objects to the word *Superstar* in the "Dual Excellence Teenage Superstar Award", which is currently in adjudication and the results will be published soon. No other thoughts were offered by her with regard to details of the projects themselves.

I get the sense that she joined the committee with the intention of changing the fundamental purpose of it. The word "infiltration" comes to mind. It was said that we would discuss participation certificates for younger students at the next meeting. I don't wish to be inflexible, but as the saying goes, "if you give an inch, they'll take a mile". This meeting made me uncomfortable.

Would it be unreasonable to ask that future volunteers be asked a few questions before being accepted onto a committee? For instance, "Why would you like to join our committee?" "What specific ideas or skills would you like to offer?" "What do you hope to gain from your experience on this committee?"

Nathene has suggested two things: (1) The Calgary Endowment Projects Committee continues to offer all four competitions and all with 1st, 2nd, 3rd cash prizes and random draws as it our tradition and mandate. (2) the second topic will be discussed by the committee at their next meeting.