



## CHORUS TEAM LEADER/PRESIDENT MEETING NOTES

Saturday, May 8, 2021

### Agenda

1. Welcome / Introductions
2. International Updates
3. Regional 16 Information
4. Sharing successes attracting new members
5. Around the Room – What’s New? How Can We Help?

### Attendees

Sue Melvin – Team Coordinator Region 16 RMT, Limestone City Voices

Christine Yorke – Membership Coordinator Region 16 RMT, Circle of Harmony Chorus

Jill Ford – Acapella North

Jacquie Di Federico – The Heartland Singers

Tamar Spina – Barrie Soundwaves

Carol Taif – Image City Sound

Cheryl Street – Bay of Quinte

Cynthia Carey – Kawartha Music Company

Karen Young – Bytown Beat

Robyn Gordon – Limestone City Voices

JD Crowe – Canadian Showtime

Heather Parker – North Metro

Alex Morris – Circle of Harmony

Nancy Buott – Northumberland

Lorraine Gagnon-Lacroix – Durham Shores

Joy Halbert – Orangeville

Susan Boissonneault – Eastside Harmony

Sue Dubois – York Harmony

Marion Boyd – Harmony North

[PowerPoint Presentation](#) (containing click-able links to associated resources)

### Back to Rehearsal Planning

- [Click here](#) for the resources sent out by headquarters on April 11<sup>th</sup> (also in PowerPoint.) While many choruses in Region 16 will not be able to return to in person rehearsals for several months, the resources are available now since choruses in some areas are able to gather safely and to provide ample opportunity for planning and preparation.
- [Click here](#) for the Region 16 “COVID-19 and Singing” web page containing links to local and national resources (also in PowerPoint.) Decisions about when to return to in person rehearsals will be made by each chorus in discussion with their members and based on the local policies.
- Leadership teams should be prepared for members to have a range of perspectives on when it will be appropriate to return to in person rehearsals and what protocols should be required. This is a potentially polarizing issue and will require open communication with all members to determine the right approach for each chorus.



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### Back to Rehearsal Planning (cont.)

- Discussion
  - Some members have expressed concerns about how to ensure a level playing field at the next competition since some choruses will have had longer together. No specific plans are in place to address this at this time, but the International organization is aware and is monitoring as things develop.
  - A chorus email or survey, or one-on-one conversations, may be ways to engage with individual members to understand what they are comfortable with.
  - Talking about how the restart is going to go well in advance will give members time to understand how it is being managed and reassure them that it won't be overwhelming.

### Song Assessment Tool

- Links to Tool and the Song database are on page #8 of the presentation. This is a resource intensive activity and now may be an excellent time to complete this work. Is this on the radar of your musical leadership?

### Regional Events

- Link to the [Events page](#) on the Regional website is in the presentation.
- The June 12<sup>th</sup> event has been changed from a Musical & Administrative Leadership event to a class for all members on the new Visual Communication Category. [Click here](#) for info.

### Success in Bringing in New Members

- Some choruses have had some success attracting new members while offering virtual rehearsals. Not all will necessarily continue once in person rehearsal restart or may need to be referred to a chorus closer to their location, but they bring a positive energy as new members and are making a positive connection to Sweet Adelines.
- Sharing from choruses:
  - Barrie Soundwaves – Through Meetup they offered a three-week virtual event for \$10 and then invited the participants to continue as Zoom members. They pay chorus dues but not Regional or International dues. Some of their Zoom members have already chosen to become virtual members. The chorus is doing a virtual video every few months which maintains engagement and is an excellent marketing tool.



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### Success in Bringing in New Members (cont.)

- Circle of Harmony – Offered their regular prospective member program (PMP), an 8 – 12-week free program. It starts with an open house and then continuing PMPs learn a song that the chorus is learning and have breakout sessions to learn basic vocal skills.
- Image City Sound – Uses Meetup to connect with potential new members. They had a someone that attended their last in person rehearsal that has since joined the chorus during virtual rehearsals.
- York Harmony – Updated their Membership night flyer to reflect the virtual rehearsals and leverages Social media and email for advertising. They had a membership night with 10 guests and then held their membership program, adjusting as required for Zoom. The membership coordinator and their buddy stayed in close contact with guests to support them feeling connected to the chorus.
- Canadian Showtime – Has one new member that had been to a rehearsal pre-lock down. They used Meetup for the first time and offered a free 6-week program that culminated in the creation of a virtual greeting card.
- Eastside – Has attracted 3 new members. The chorus has completed several virtual choir videos and use those for advertising.
- Limestone City Voices – Has one new member that found out about the chorus through Word of Mouth (works with a member.) Virtual rehearsals made it possible to consider participating.
- Orangeville – Held a Christmas program, similar to past years and then invited participants to continue with the chorus.

### Dues During COVID

Orangeville Chorus has received a question from a member about creating an alternate membership category for members who do not/cannot participate in Zoom rehearsals but would like to continue as members in the in-person future, with lower dues that are not currently available for members on leave. This prompted a question to the other choruses about what dues have been collected while operating virtually.

Answers were captured in the Zoom Chat and have been summarized below. Answers varied significantly and did not correlate to the size of the chorus. Dues during this period was affected more by the impact of COVID on other income streams, size of chorus reserves and the level of programming (e.g., coaching or PVI programs) being offered.

- Dues during COVID range from \$0 - \$45 per month. All choruses have offered some relief in the past year and the most common was a 50% reduction in dues. One chorus has a long-term leave option that reduces dues to 1/3 of normal dues.
- Attendance at virtual rehearsals ranges from 50 – 95%



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### **Dues During COVID (cont.)**

- Several choruses have leveraged fundraising to enable reducing dues. Fundraising ideas were discussed at the November meeting. The summary of options, updated to include the information from Barrie Soundwaves on the Break-Open Nevada tickets that is a significant source of income for them, is available [here](#).

### **Next Meeting**

The consensus was that the group would like to meet again before the fall. The next meeting will be on August 7<sup>th</sup>, 10-11:30 am, Zoom link: <https://us02web.zoom.us/j/8473056850>