



# 11/20/21 TEAM LEADERS'/PRESIDENTS' MEETING NOTES

## Agenda

1. Welcome / Introductions
2. Meet our Regional Marketing Coordinator
3. DE&I Workshop
4. Convention
5. International Updates
6. Chorus Updates

## Attendees

Sue Melvin – Team Leader Region 16 RMT, Limestone City Voices  
Christine Yorke – Membership Coordinator Region 16 RMT, Circle of Harmony Chorus  
Vanessa Echlin – Marketing Coordinator Region 16 RMT, Bytown Beat  
Marcia Ten Eyck – Acapella North  
Tamar Spina – Barrie Soundwaves  
Cheryl Street – Bay of Quinte  
Karen Young – Bytown Beat  
JD Crowe – Canadian Showtime Chorus  
Alex Morris – Circle of Harmony  
Lorraine Gagnon-Lacroix – Durham Shores  
Susan Boissonneault – Eastside Harmony  
Emily Hirtle – The Heartland Singers  
Carolyn Dieter – Image City  
Cynthia Carey – Kawartha Music Company  
Robyn Gordon – Limestone City Voices  
Ellen Stroud – North Metro  
Nancy Buott – Northumberland  
Sue Dubois – York Harmony

## Presentation

[Click here](#) for the meeting PowerPoint which also contains links to helpful resources and communications.



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### Regional Marketing Support

- Support for choruses is available from the Regional Marketing Coordinator and the Marketing team. Contact Vanessa Echlin to make requests.
- Examples of potential support available:
  - Help with developing marketing strategies
  - Help converting paper marketing materials to digital (for free!)
  - Give suggestions for how to improve/optimize social media presence
- Resources are available in the Member Only section of the Regional website (<http://www.saregion16.com/dbpage.php?pg=marketing>) and in the Region 16 Facebook Marketing group (<https://www.facebook.com/groups/r16marketing>)
- The region is using contests and giveaways rather than boosting posts to drive traffic to the Facebook page. Encourage your members to engage with these posts. Increasing the profile of the Regional Facebook page helps choruses because we share the chorus' posts to that expanded audience.

### Spring 2022 Convention

- The current survey does not lock anyone in but is intended to give the RMT the information needed to make a decision about the format for this spring
- The facilities in St. Catharines have been reserved for our convention date but contracts have not been signed yet.
- Canadian Showtime Chorus shared the survey that they used to poll their members: [Click here](#)
- Additional information about the plans for convention based on the current regulations:
  - The theatre will be managing proof of vaccination
  - Masks will be required in all areas of the theatre except while on stage. Mask may be removed immediately prior to performing and must be put back on after performing.
  - Performers can wear masks on stage. The judges will adapt.
  - Judges are already used to assessing by video and are used to adapting to different performance environments.
  - Seating in the theatre will be assigned in blocks by chorus. There will be no distancing in the theatre but everyone sitting in the theatre will be masked.
  - The theatre does not offer food so there will be no areas where people will be unmasked, sitting, and eating.
  - There will be no Harmony Bazaar at the theatre. The convention team is considering setting one up in a ballroom at the hotel where there is more space by no decision has been made.
  - RMT and the convention team needs to know if people are not going to be comfortable staying at the hotel or want single rooms and this will have a significant impact on facility contract negotiations.
  - Hotel room rate will be the same as 2020.



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### Reminders

- Important: IBOD vote due no later than 12/1/21 by 3pm Central.
- As mentioned at the last meeting, reminder to have your members check their SPAM/Promotions/Junk folders if they aren't receiving Regional or International emails.
- Let members know that, if they unsubscribe from the Sweet Adelines International fundraising emails, they are also unsubscribing from ALL Sweet Adelines email communication. Headquarters is working on resolving this.
- We ask for your assistance improving the readership of the Sixteenth Notes. Some ideas are to copy the "View as Webpage" at the top of the publication and post the link to internal chorus Facebook groups and include in chorus newsletters.
- Check the [Regional Events calendar](#) for conflicts before setting the date for your chorus events.
- Put January 22<sup>nd</sup> in your calendar for the [DE&I Training](#).

### Next Meeting

- January 15<sup>th</sup> at 10 am
- Zoom link: <https://us02web.zoom.us/j/8473056850?pwd=eEpMK0E5ZkhTN0tpRIhmT3doTHpRUT09>