



TEAM LEADER/PRESIDENT MEETING

July 16th, 2022 Notes

Agenda

1. Welcome
2. Regional Information – Upcoming Events & The By-laws Vote
3. Membership & Marketing Ideas

Attendees

Christine Yorke – Membership Coordinator Region 16 RMT, Circle of Harmony
Marcia Ten Eyck – Acapella North
Amanda Tumukuratiire (Communication Coordinator) – Barrie Soundwaves
Peggy Churey (Communication Coordinator) – Circle of Harmony
Lorraine Gagnon-Lacroix – Durham Shores
Karen Porter – Harmony North
Susanne Askin – North Metro (Board member & Recording Secretary)
Nancy Buott – Northumberland
Anne Somerville – Orangeville
Diana Simpson – The Heartland Singers

Requests

- Please remind your members to vote regarding approval of the Region 16 By-laws: [Click here](#)
- Please send Christine and Vanessa information about your upcoming Membership recruitment events so the region can help boost your social media posts.

Upcoming Regional Events

- Sept 22nd – *Sing It and Ring It!* Virtual Education Class with Hannah Barton. Registration will open shortly.
- Nov 12th – Fall Music School: A one day in person event (tentatively 9 am – 5 pm). Faculty: Peggy Gram
 - Global Kingdom Ministries, 1250 Markham Rd, Scarborough, ON M1H 2Y9, Canada
 - Classes will focus on:
 - Vocal skills (What happened to my voice during the pandemic?)
 - Creating a Unit Sound (Oops, was that me sticking out?) and
 - Preparing like an “A” level singer!
 - *It's the Music That Brings Us Together* and *Irish Blessing* will be used as vehicles during the day. The sheet music and learning tracks are available in the regional [Song Library](#) on the Members Only page of the regional website.
 - A Young Singer's Workshop running in parallel
 - For those who wish/need to stay overnight, details will be provided about a room block reserved for Region 16 at a nearby hotel.



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Roundtable Discussion – Upcoming Membership & Marketing Activities

- Choruses shared what they are planning over the next few months related to new member recruitment and member retention/re-engagement.

Recruitment

- Talking about rebuilding in recruitment advertisements
- Open house then a barbershop boot camp leading into holiday performances
- Table at Farmers Markets, Craft Shows, Canada Day celebrations
- Looped presentation about the chorus on a laptop in their display
- Advertising in the community
- Friends Night (rather than a guest night) focusing on having chorus members bring out friends
- Refreshing branding and website
- Join Chamber of Commerce or Local Arts Council
- Learning tags as a quick way to prepare something to sing at community events or in advertising videos
- Participating in community awareness activities at the local college
- Reaching out to former members
- Monthly birthday party at a local restaurant* (see below)

Retention/Re-engagement

- Focusing on fall performances
- Chorus picnic – opportunity to chat and sing some tags
- *Monthly birthday party - Someone volunteers to host each month. Pick a date (ours is always a Sunday afternoon) and take reservations for a restaurant or venue. Members (past or present) RSVP. Attendees eat, chat and sing some familiar songs, including "Happy Birthday" and have lots of business cards and information ready to hand out if people are interested. It is boosting our moral and recruiting at the same time.
- Personal cards to members who have been absent
- Phone calls to members that have been missing rehearsals to find out what is happening and how to support them.
- This [video](#) from the Membership Retention Committee focuses on behaviours and actions to generate the feelings that have members want to stay (belonging, valued, appreciated, respected, safe, productive, and included).

The next meeting will be on Oct 1st at 10 am.