

LRMTA Minutes Monday, September 13th, 2021, Zoom Meeting

Check out the LRMTA website for updates and information regarding upcoming events and meetings at www.lrmta.com

Christine called the Zoom meeting to order and welcomed those participating. There were 8 members present: Tamara Bowie, Christine Rogers, Betty Jo Radley, Tracy Bozzi, Lorrie Wittke, Lavinia Kell Parker, John-Paul Ksiazek and Brad Parker. Thanks to everyone who attended!

Tamara moved the approval of the agenda with Brad seconding. Betty Jo moved the acceptance of the April minutes as circulated with Lorrie seconding.

Christine gave the Treasurer's report. Megan Wittig was attending a Lethbridge and District Music and Speech Arts Festival meeting. The account balances as of September 9th: Awards Account: \$4402.48 and Operating Account: \$1657.40. Christine presented the Financial Summary which she had prepared in the summer. Thank you to Brenda and Megan who audited the summary and financial records. Christine moved the acceptance of the 2020-2021 Financial Summary. Seconded by Lavinia. Our branch rep, Lorrie Wittke will forward the Financial Summary to the ARMTA Administrator, Tamara Bowie. Christine moved the acceptance of the Treasurer's report with Tamara seconding.

The dates for the 2022 Lethbridge and District Music and Speech Arts Festival are March 28-April 9, 2022. If you have any questions or concerns contact the Festival: phone: (403) 381-6512 or the General Manager, Megan Wittig: email at: generalmanager@lethmsf.org

[ARMTA](#) News: Members relayed their experiences attending the virtual CFMTA Conference in July. The ARMTA AGM will take place on Saturday, October 2nd from 4:00 to 5:00 p.m. To register (free admission) follow the link: <https://armta.ca/upcoming-events/#!event/2021/10/2/armta-agm>

The [RCM Teacher Portal](#) is still open to all teachers at this time. Lorrie Wittke noted that there are some supplementary theory sheets available that are very useful:

<https://teacherportal.rcmusic.com/Collections?Topic=Theory&pageNumber=1>

Arrangements will be made for our next virtual coffee and conversation and details will be circulated to members by email.

Brad Parker updated members on University of Lethbridge activities. He is currently the Music at Noon recital series coordinator and the Studio Coordinator. If you have senior students who are interested in more information about studying at the U of L, please contact Brad at bradley.parker3@uleth.ca The first Music at Noon concert is scheduled for September 28th. Final details will be determined based on current COVID restrictions and protocols. Information regarding University of Lethbridge Fine Arts events can be found here:

<https://www.uleth.ca/fine-arts/event-season>

Ticket information for events can be found at the following link:

<https://uleth.universitickets.com/>

Thanks to Deanna Oye and Nick Sullivan for presenting information about ARMTA at the University of Lethbridge music student orientation! Members who attended the Lethbridge Piano Intensive this July shared their positive experiences.

Thank you to Tamara Bowie who updated, printed and circulated our LRMTA teacher brochure to the Allied Arts Council office, City Hall, and the Purple Hippo (316-6th St. S—handmade gift shop supporting local artisans). If you know of other venues that would display our brochures, please contact Christine or Tamara.

Please visit our website (www.LRMTA.com) regularly and notify Christine if you would like any information updates for your listing. Photographs and biographies as well as links to individual websites can be added. In addition, if you have any suggestions for information to be posted, please feel free to contact Christine. Thanks to Lorrie Wittke for curating listening lists that we have now posted on our website: one for children: <https://lrmta.com/classical-music-for-children-listening-links/>

and an introduction to classical music listening: <https://lrmta.com/listening-to-classical-music-where-do-i-start/>

An advertising update followed. Lorrie has updated our entry on Kijiji. Christine will take an updated poster to the Allied Arts Council Office. Tamara prepared a report on the Facebook advertising that she arranged which follows:

Paid Facebook Ad report

Sept. 12, 2021

LRMTA completed a total of 8 paid campaigns on Facebook from April 28-July 11, 2021, costing a total of \$285.14. The stats from Facebook says that 14, 914 people were reached and there were 283 link clicks to our website. All ads had a link to our website and focused on things ranging from what we teach, where we teach and qualifications. Overall, I learned more about using Facebook to advertise and participated in a free course offered by Facebook that included 3 phone calls with a marketing specialist. The paid ads along with the work that Christine and Lorrie have done on our Facebook and Instagram have definitely increased awareness of our organization.

The only disappointing thing was Facebook promised us twice that if we spent \$100 they would give us a credit of \$100 to use for advertising. Both times the extra advertising credits were not given. Even after trying to contact them, I was not able to resolve this. The original plan was to use those credits to advertise later in the summer as well as the spring. Next time, I would recommend having written confirmation from them before accepting the offer.

It's hard to tell if the advertising actually resulted in more students for members this fall but it may take time to create awareness.

Submitted by Tamara Bowie

Next followed a discussion about our recital events for the year. It was decided that our Canada Music Week activity will be a video recital of Canadian works by students and a watch party on Saturday, November 27th at 2:30 p.m. by Zoom. Tamara offered to prepare the video and Lorrie will work on the scavenger hunt and the information slides for the video. Complete details will be circulated when prepared.

Christine will initiate an executive meeting to begin planning for her transition from the President's position next April. An invitation will be extended to any other members interested in contributing to the process.

Branch handouts are available online at www.LRMta.com under Information/Members-Teachers. If you would like a hard copy delivered to you, please contact Christine.

Branch student awards submissions are due on or before October 4th. Complete details and instructions will be sent out by email. Follow the link to download the form:

<https://lrmta.com/lrmta18/wp-content/uploads/2021/02/2020-Branch-Awards-Submission-Form.pdf>

The CFMTA Branching Out 2022 initiative is *Celebrating Musical Multiculturalism and Diversity in our Communities*: <https://www.cfmta.org/en/branching-out/> The deadline for events is March 15, 2022. Any ideas would be welcome. We usually try to combine the CFMTA initiative with one of our recitals or professional development events.

Christine has yet to initiate a Policies and Procedures review but will do so in conjunction with the executive transition planning.

Keys to Piano has been tentatively set for March 4-5, 2022. Details will be circulated as soon as plans have been finalized.

A discussion followed regarding the possibility of holding a Practise-a-thon in the Spring of 2022. The last practise-a-thon was in 2019. We have previously held them every 2 years to fund our awards program. Currently we have funding for at least two more years of awards. In 2020, we decided to postpone the 2021 practise-a-thon because of the Pandemic. We will continue to review this at upcoming meetings.

Our next meeting is scheduled for Monday, October 4th, 2021, at 10:00 a.m. by Zoom.

Minutes prepared by Christine Rogers