

Lethbridge Branch Minutes Thursday, November 2, 2023, Zoom Meeting

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

Brenda called the Zoom meeting to order at 11:00 a.m. and welcomed those participating. There were 6 members present: Brenda Lockmuller, Betty Jo Radley, Carolyn Herrington, Carmen Letourneau, Tamara Bowie, and Christine Rogers.

Brenda moved the approval of the agenda. Seconded by Betty Jo. Brenda moved the acceptance of the October minutes as circulated, seconded by Tamara.

Christine gave the Treasurer's report. The account balances as of November 2nd: Awards Account: \$5,927.02 and Operating Account: \$2,363.10. \$814.00 has been deposited to the operating account from the donations of the sale of Doreen Laing's music. The cheque written to CFMTA for \$189.67 for half of the profits from the Young Artist Recital in June has been cashed. \$142.25 will be reimbursed to Christine for the rental of the venue and piano for the March Recital. As a note, \$200 is left from an ARMTA Continuing Education grant to be used for a voice workshop. \$1600 will be disbursed for awards from the Awards Account. The acceptance of the Treasurer's report as presented was moved by Christine. Seconded by Betty Jo.

Christine reported that she had printed Canada Music Week posters and placed them at the Public Library and Casa. If anyone has contact information for former member Isabelle Slater, please contact Christine at c4rogers@telus.net. Funding for **Keys to Piano** has been secured from ARMTA Continuing Education for \$650, and from the Alberta Piano Teachers Association (APTA) for \$450. We are very grateful for the support of these two associations! Betty Jo requested that members be invited to update their status on our website regarding whether they are taking new students. Christine will send out an email. Christine moved the Secretary's report be adopted as presented. Seconded by Brenda.

Carmen gave the ARMTA update. Music Conference Alberta took place at the end of October along with the ARMTA AGM. ARMTA Milestone awards were presented. Lethbridge members recognized are Tamara Bowie (15 years), Brenda Lockmuller (15 years), Deanna Oye (20 years), and Linda Dickey (50 years). Congratulations and thank you for your service and commitment to our organization! These members will be acknowledged at the conclusion of our Canada Music Week Recital on November 25th at Casa.

There was nothing to report regarding correspondence, advertising, or the University of Lethbridge.

Brenda will circulate information from ABRSM (Associated Board of the Royal Schools of Music, in the UK) regarding their musical logo contest.

Next followed a discussion regarding the new ARMTA branding and our historical logo. ARMTA has prepared an implementation and operating guidelines document for branches which also contains background information on the development of the new ARMTA brand. This document

has been included in these minutes and will also be sent out separately with a cover letter from the Lethbridge Branch executive shortly. We will explore this issue over the next several months and what it means for our Branch moving forward and will provide opportunities for questions, comments, and discussion.

We are in the process of determining how our Branch will honour the passing of long-time member Doreen Laing. Awards in her name for the Lethbridge and District Music and Speech Arts Festival, as well as Branch awards in her honour, and a donation by our Branch to the ARMTA Recognition Fund have been suggested. Linda Dickey has been in contact with Doreen's family, and they will be happy to contribute all the proceeds from the sale of Doreen's music. We will be offering an opportunity for individual members to contribute, and information will be circulated in January.

There are still 15 banker boxes of Doreen's music. Teachers are invited to view the music on **Saturday, November 4th between noon and 6 p.m.** at Christine's home at 1621 Lakeshore Road South and make a small donation for anything that they take. Complete details have been sent to teachers by email. Other times are available upon request. Please call Christine Rogers at 403-327-2073 or email at c4rogers@telus.net.

Since we are currently without a vice-president and Brenda's term as president will finish in May of 2024, we will need volunteers to step into these roles to ensure continuity of leadership for our group. If you feel that you could serve our Branch in either of these capacities, please contact Brenda at bjlockmuller@gmail.com. Without a president, our Branch will be dissolved, and our funds will revert to ARMTA. Lethbridge Branch members will then become ARMTA Members-at-large. Brenda reported that she has not found the experience of being president as difficult as she thought it would be. There is lots of guidance and support available and the president can control the amount of work they are willing to take on.

The student awards have been disbursed and teachers have been notified. Branch award cheques will be prepared for presentation at the conclusion of the Canada Music Week recital on November 25th. The ARMTA Recognition Fund student award winners have been submitted to the ARMTA Convenor and the cheques will be written by CFMTA and sent to our Branch.

We are in the process of looking for a place for in-person meetings that has a reasonable rental fee. Brenda and Lavinia are gathering information from churches and other venues.

Our Canada Music Week (CMW) Recital is scheduled for Saturday, November 25th at 2:30 p.m. in the Casa Community Room. Betty Jo will collect the names of students. Please contact her at bettyjoradley@gmail.com by Friday, November 17th with submissions. Please include student name, composition, composer, grade level, length of piece and whether the student's performance would make a suitable beginning or end to the program if applicable. **Compositions must be by Canadian composers.** Brenda will prepare the program. Christine has prepared a poster for circulation. Christine has prepared the awards program and is working on the information for the back of the recital and awards programs. CD's and Canadian Music from Doreen Laing's collection will be set out at the recital for students to take. Brenda has the pencils and Betty Jo has the banners. Brad is available to help with moving the piano. Lavinia is

available that day and can help with announcing the ARMTA Milestone Awards. Linda Dickey will help with presenting the Branch Awards. *****Teachers of Branch award winners are asked to call Brenda at 403.894.4481 and leave a message with the pronunciation of any award winners' names that might be difficult to pronounce.***** A photo of award winners will be taken, and it was suggested that students remain at the front after receiving their awards to make things easier. An announcement will be made requesting that students who have permission for a photo to appear in the Lethbridge Herald participate in the photo. Lavinia has sent an email to the Lethbridge Herald to see if an article on the recital and our award winners is possible.

Our Christmas programs will take place on Saturday, December 16th at Betty Jo Radley's home at [810 Kodiak Bay N](#). The Adult Get-together is at 10:00 a.m. and the general Christmas program is scheduled for later in the afternoon at 4:00 p.m. Brenda will be available to help. Please contact Betty Jo by December 9th at bettyjoradley@gmail.com if you have students who would like to participate. Thanks to Betty Jo for generously offering her studio for these events! It is recommended that parents and students park on the boulevard.

A Festival Preparation Recital and practise will take place in the Community Room at Casa on Sunday, March 3rd, 2024. The rehearsal time will be from noon to 2:00 p.m. and the recital will start at 2:30. Teachers will be given an opportunity to book a time slot for their students during the allotted rehearsal time. Arrangements will be finalized in February. Please note the change to a Sunday date for the recital.

Keys to Piano will take place March 1-2, 2024, at Casa. Clinicians are [Derek Chiu](#) and [Dale Wheeler](#).

The [Lethbridge and District Music and Speech Arts Festival](#) dates are March 11-23, 2024. Registration opens on December 1st and closes on January 12th, 2024. Junior Piano (March 19-20 at Casa) adjudicator is Eric Nyland and Senior Piano (March 13-15 at Casa) adjudicator is Akiko Tominaga. Other adjudicators and their bios can be found here: <https://lethmsf.org/adjudicators/>

CFMTA's theme for *Branching Out* this year is *Random Acts of Music*—bringing music and performances to different venues and audiences in the community. Events need to take place by March 15th, 2024, and the application needs to be submitted before March 31st. Lavinia has arranged for a small event with a Valentine's theme on Saturday, February 10th from 2:00 to 3:00 p.m. at St. Michael's Health Centre at 1400 9 Ave South. The program will take place in a room on the west side of the Centre. 30-40 St. Michael's residents are expected to attend this program. St. Michael's is not able to accommodate additional audience members beyond St. Michael residents, but chaperones to help with younger children are welcome. Parking is at the rear of the facility and participants can enter through the back entrance. A list of all participants/attendees for security will be required. Masking, although not currently required, may be necessary for participants on the date of the performance. A coat room will be available for performers' belongings. Thank you to Lavinia for arranging this opportunity!

Ideas for upcoming workshops/professional development involving [Gloria Chu](#) or [Rebekah Maxner](#) will be considered at a later time.

Our next Coffee and Conversation will take place on Friday, November 17th at the [Little Nicaragua Coffee Company at 359 Stafford Drive](#) North at 10:00 a.m. Contact Betty Jo at bettyjoradley@gmail.com by Wednesday, November 15th if you are able to attend, but walk-ins are welcome!

Brenda welcomed new member, guitarist Daniel Beeson-Bergeron. He is an instructor with Branches Fine Arts Academy. Welcome Daniel!

Brenda and Christine reported that we are acting as an affiliate for the application for funds from the City of Lethbridge by the Little Lethbridge Opera Theatre to fund their professional fees for rehearsals for the cast of the Sound of Music, which will be presented in conjunction with the Lethbridge Symphony. We have acted in a similar capacity in the past for Centric MusicFest.

The meeting was adjourned at 11:58 a.m.

Our next meeting date is scheduled for Thursday, January 11th, 2024, at 11:00 a.m. by Zoom. Minutes prepared by Christine Rogers

Other items of note:

The [Lethbridge and District Music and Speech Arts Festival](#) dates are March 11-23, 2024. Registration and deadline dates are to be announced. General Manager is Jaimee Jarvie. If you have any comments, feedback or suggestions regarding the Festival phone: (403) 381-6512 or email: generalmanager@lethmsf.org

Our local RCM Rep is Monica Baczuk: 403-942-4321(h); 403-715-6051(c,) monicab1961@hotmail.com and our Provincial Rep is Derek Chiu: derek.chiu@rcmusic.ca.

Please visit our website (www.LRMETA.com) regularly and notify Christine if you would like any updates for your listing.

The University of Lethbridge Music at Noon recitals are scheduled for Tuesdays at 12:15 p.m. in the University of Lethbridge Recital Hall. Complete information for Music at Noon: <https://www.ulethbridge.ca/fine-arts/study/music/concerts-and-recitals> click on the **Music Events Listing** tab: <https://www.ulethbridge.ca/notice/events/374> 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.universitytickets.com/>



ARMTA Brand Renewal - Implementation and Operating Guidelines for ARMTA Branches

In spring 2022, ARMTA introduced its renewed Brand - the new logo, accompanied by new ARMTA colours, type fonts etc, as seen on the website and on all material produced under the new logo for ARMTA and participating branches.

The project objective was to create a unique, stand-alone visual presence that sets ARMTA apart from other associations, conveys the attributes and values of the organization and appeals to members and students.

The design process was industry standard. It began with an in-depth articulation of ARMTA's priorities as a professional association, the primary function of the website, and what ARMTA hopes members, students, and the greater public will think when they see our new logos and our colours. The result is the logo and online presence seen today. More details are contained in the attached Appendix.

All branches have been invited to adopt the renewed ARMTA brand. This can be a significant decision if a branch has been using an independent logo up until now.

Branding must be recognizable. Recognition depends on consistency of visuals, and so all material appearing on the provincial website and on branch or provincial social media needs to reflect the ARMTA Brand Guidelines.

<https://armta.ca/prov18/wp-content/uploads/2022/04/ARMTA-Brand-Guidelines-2.pdf>

Implementation Options

For Branches converting to the renewed Brand Guidelines:

- Renewed Branch logos can be downloaded in all formats - they appear just below the grouping of provincial logos <https://armta.ca/logos/>
- All Branch advertising can appear on the provincial website and provincial social media
- The ARMTA webmaster will assist with website conversion
- previous Branch logos may appear in a historical context, within a page on the Branch website,
- Budget assistance will be provided for conversion of banners and other advertising material

APPENDIX

Background detail on ARMTA's branding project process

The branding process considers the identity and values of an organization, and establishes its primary audience.

The word “brand” is an umbrella term which refers to the professional reputation of an organization, and also refers to the process of developing logos and accompanying colour palettes to reflect that reputation in a way that appeals to its audience.

At one time for most of us, logos and “branding” were not concepts that were routinely connected to one another, and certainly there was no priority placed on using graphic design to support an organization's public reputation.

Now, the online presence of an organization is critical to recognition.

When the ARMTA logo budget was first presented at the 2021 Budget meeting by the Publicity Convenor, the consensus of the eleven-member board was that it is the job of Publicity to recommend a professional consultant qualified to advise ARMTA, and that it is the job of the ARMTA Board to accept that professional advice.

Lessons had been taken from past attempts to modernize ARMTA's image. It was the Board's impression that these past attempts had been unsuccessful because too many individuals were consulted, and because we as teachers had been invited to suggest designs rather than help the designer understand the objectives, audience, and spirit of ARMTA and then let the designer do their job.

In this spirit, the Publicity Convenor requested proposals, and from these recommended a graphic designer with over 40 years of experience as a principal and partner in several design and marketing firms, whose rate we could afford because their career success had allowed them to turn their focus to giving back to the not-for-profit sector.

The implementation project team was intentionally kept small: the Publicity Convenor, the ARMTA Administrator, the ARMTA Webmaster. The ARMTA President, Vice-President, and one Branch Representative (Red Deer) joined the project team to become the designer's focus group.

The designer did not consult us on design.

They interviewed each of us to learn our perspectives on ARMTA's audience and objectives and hopes for the future.

Ultimately, the designer presented us with several options for the ARMTA logo, each of which represented one or more of the primary descriptors we expressed during our interviews - "professional", "credible", "educational", "supportive", "accessible".

We agreed unanimously to accept the logo in publication today.

Raw data, Design theory, project interview results

Words to describe ARMTA and its members:

- competent
- professional
- credible
- creative
- memorable
- supportive
- happy
- comfortable
- safe
- welcoming
- accessible
- inclusive

Primary audiences and how we hope to inspire them:

- Qualified music teachers operating from home studios and conservatories. We want them to join and take an active role in ARMTA, see value for themselves in the organization and be proud to be affiliated with it.
- Music students of all ages. We want them to trust that they will find a qualified teacher through ARMTA's website.

How to inspire:

- Establish ARMTA as a historical, yet forward-thinking organization, whose members promote the love and knowledge of music through teaching
- Elevate the profile of ARMTA; get noticed
- Design a logo that
 - is distinct to the organization but general enough to appeal to members and public alike
 - looks appropriate for the organization - conveys its essence, does not reflect previous logos

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Logo development :

A good logo is not communication—it is identification. It shouldn't try to say a whole lot. It is better to breathe meaning into the logo over time through consistent use and following through on the brand's promise. Trying to include too much becomes busy and distracting. A good logo is not about what one likes or dislikes, it's about what WORKS.

Logo Assessment Criteria:

- Is it appropriate - does the design style make sense for the ARMTA and its audience?
- Is it simple enough - too many details cause confusion and do not reproduce well.
- Is it versatile - does it adapt well to the various design applications ARMTA might use?

Colour:

- Teal was chosen as the anchor colour to the palette, because it is a neutral with character, and it combines well with other colours
 - Teal combines the calming properties of blue with the renewal qualities of green. It is a revitalizing and rejuvenating colour that also represents open communication and clarity of thought. For Tibetan monks, who are teachers, teal is symbolic of the infinity of the sea and sky. It is the colour of truth and faith for Egyptians.
- Shades of yellow, red, and blue were chosen for their artistic parallels
 - Yellow - happy and upbeat
 - Blue-moody or melancholy
 - Red and orange - excitement and passion