

Greater New York Region 15, Sweet Adelines International Spring Meeting, May 8, 2010

The spring Regional Management Team (RMT) meeting for Region 15 of Sweet Adelines International (SAI) was called to order at 8:43 a.m. at the home of Heather Collins, Communications Coordinator. In attendance were Arlene Gunther, Team Coordinator; Lisbet Kline, Education Coordinator; Dana Dunlevy, Marketing Coordinator; Carol Schultheis, Events Coordinator; Dolly Power, Membership Coordinator; Jeannie Allen, Finance Coordinator; Heather Collins, Communications Coordinator; and Carole Argulewicz, Director Coordinator.

The minutes from the January 2010 were approved. A copy of those minutes is available on the Region 15 website, and has been filed with SAI. A printed copy was archived for the region.

Accountabilities for each team member were reviewed during his or her separate reports. Heather agreed to keep track of the new Accountabilities emerging from the day's discussion.

The meeting began with reports from each Coordinator. Individual reports were filed by each team member before the meeting and a copy is appended to the official minutes for the region.

COORDINATOR REPORTS

Communications Coordinator: Heather Collins

Discussed Taglines redesign, being handled by the new editor, Loretta Peskin of Greater Nassau Chorus. Apparently some choruses did not receive the request for information. Heather will work closely with Loretta to ensure an increase in article contributions from across the region.

Directors' Coordinator: Carole Argulewicz

Provided an update on Director Certification Program initiatives. Confirmed that testing will happen at TRAX. A note has been sent to DCP candidates to help facilitate the transition of directors at Heart of Long Island with individuals who can guest-direct as needed.

Education Coordinator: Lisbet Kline

Discussed the title of TRAX, which will be centered on a theme around coffee. ("Brewing Champions in Region 15" was the theme toyed with during the meeting.) The team discussed the agenda and schedule for the event. Went through preliminary schedule and discussed breakouts to be provided by in-region faculty. There are changes to the preliminary Sunday schedule anticipated. (The breakfast will be earlier than on the current schedule.) A complete TRAX package with schedule, registration, Woman of Note application and information letter will be circulated by the deadline right after the Music/Leadership weekend in May.

At this time, Lisbet plans to keep the same coordinators on the Education Team as last year.

Events Coordinator: Carol Schultheis

- Regional Banquet– There was a long discussion about the banquet between the Regional Convention Committee and the hotel on the Monday after the regional convention weekend. Several issues were addressed, most notably seating. Several ideas have been offered for future events, and these ideas are already being evaluated in order to improve next year's event. There were 298 people in attendance at this

- year's banquet, which was slightly less than the previous year. However, the region was able to exceed our \$12,000 food minimum requirement between the banquet, as well as food purchased outside the ballroom, chorus breakfasts and from the hotel restaurants.
- Show of Champions – Discussed ideas for making the show shorter. It was suggested that ONLY the winners of each category (Overall, Midsize, Small), Most Improved, and the top three quartets be invited to sing in the feature so that the show can end no later than 10:30. Various ideas were discussed for improving the flow.
- There will be no on-site Pep Rally in Seattle. The TRAX event will serve as the region's final pep rally.

Finance Coordinator: Jeannie Allen

Discussed the process of paying regional bills, and the possibility of using online bill pay as a better option for expediency. In order to improve the process, Jeannie is seriously considering changing banks. Discussion regarding finalizing the new budget was tabled until New Business portion of the meeting.

Marketing Coordinator: Dana Dunlevy

Dana reports that she did not hear back from Clear Channel billboard contact that was interested in working with the region to publicize SAI. She will follow up again. She also showed off her new shirt, which was purchased under the new Region 15 logo attire program. (The link for buying these shirts is on the Region 15 Web site home page.)

There was a discussion about how to encourage use of the WEALTH of resources that are available on the SAI Web site – the international site, not the regional one. It was suggested that members could benefit from regular reminders or resources that they can find there, as well as how to find them.

Dana reported that regional chapter Marketing/Membership representatives could not reach a consensus about future dates for a regional membership drive. Therefore, rather than picking one timeframe for future drives, it was decided that we should pick an overall theme and encourage each chapter to use this theme at the appropriate time of year. Dana suggested that since the strategy of offering “Free Vocal Lessons” appears to be successful across the region in attracting new members, that Region 15 use this theme when handling recruitment. The results of the regional pilot program have shown that the chapters who have been most successful in recruiting and keeping new members were those who offered “Free Vocal Lessons.” There is a vocal lesson plan on the International Web site that can be used as a resource, and chapters will also be encouraged to use regional faculty as resources to help. Dana will direct the chapters to pick a month that works best for the chorus to run their programs. We will feature choruses who use this theme on theme on the Region 15 Web site home page.

Membership Coordinator: Dolly Power

Dolly is working with Region 15 chapters to encourage the membership leaders to use the SAI web site for information and to drive new members. She is making this a focus so that we can keep encouraging chapters to be more proactive about recruitment and retention.

Team Coordinator: Arlene Gunther

Arlene said she is conversing with Peggy DiSunno (the Nominating Committee Chair) about nominations for next round of RMT elections. The following positions are up for 2011 to 2013: Marketing Coordinator, Events Coordinator, Directors Coordinator and Membership Coordinator.

The team discussed the policy for listing any chapter show/performance, for which the chapter will sell tickets, on the regional site. That is the only sort of information that will go on the regional Web site as far as chapter shows. Membership drives will be highlighted, if information is communicated early enough.

OLD BUSINESS

Review Chorus Status

A general discussion was held about the needs and priorities for all 15 choruses in the region.

Regional Liaison Program-Guidelines/Expectations

The team discussed goals and procedures of this new program, which is meant to replace the Road Show visits. Each RMT member was reminded that she should get in touch with her chapters as soon as possible to keep the lines of communication open.

Planned Strategic Planning with Harriette Walters

The RMT will be rewriting the region's strategy plan as soon as it can find an appropriate facilitator. Arlene has asked Harriette Walters twice with different dates. She will ask about the following new dates: November 7, 2010, April 17, 2011.

Creation of Chapter log-ins for Region 15 Web Site

Each chapter now has a Web administrator who keeps track of membership information.

Decision to Discontinue COMACT Award

The award will be discontinued after the current award cycle because it was not having the desired effect of encouraging all chapters to increase their Marketing (although it has been effective in getting the Sweet Adelines name out there with the few that have been participating, and to a lesser degree, with the other chapters).

The team felt that the money was only benefiting a few in the region; felt we could get more bang for the \$850 by spending it on different regional marketing programs.

The team also felt that the chapters that already had good Marketing programs would continue to, even without the award in place.

NEW BUSINESS

Budget Matters

The team formally approved the 2010-2011 Budget and discussed the Treasurer's Report, which needs to be updated with the April 2010 regional contest expenses. Right now, it looks as if we will not make a profit on the regional convention for the 2009-2010 fiscal year.

There was a discussion about the “gifts” for International competitors. The region will continue its tradition of giving \$2,000 to each chorus, \$500 to each quartet that is competing internationally.

Future Meeting Dates

RMT Conference Call - August 23, 2010

RMT Fall Meeting - November 6 & 7, 2010

RMT Annual Retreat - January 29, 30, 31, 2011 – RMT retreat

RMT Spring Meeting - April 30, 2011

RMT Conference Call - August 29, 2011

RMT Training – November 5, 2011

Proposed Topics for Future RMT Leadership Training in 2011

- How to supplement training for regional faculty during years in which international doesn't offer training?
- Crisis management
- Conflict management
- How to help with chapter strategic planning?

Results of Annual Regional Evaluation

Heather went through summary notes of the results, which will be distributed separately to each chapter. Only 10 choruses submitted the survey. Most responses echoed trends of past, pointing to concerns about membership retention, as well as the need to pick new locations for events. The costs of our hobby continue to be a concern for members throughout the region.

Information for State of the Region Report

The team discussed the annual State of the Region report, which is filled out for SAI every year and submitted by the Communications Coordinator. Lisbet has submitted information for the education portion of the report. Carol and Jeannie need to fill out sheets for Financial and Events portion. The report is due in late May/early June.

Fees for Advertising Space in Tag Lines

The team set fees for Taglines. Those fees were published in the May 2010 issue. In cases where an advertiser is not a member, a copy of Taglines will be sent via PDF to those individuals. There is also an opportunity to purchase a sponsored home page link: \$30 for a period of one month.

Regional Faculty

The team discussed how to accept new submissions. The first round of training for faculty is Oct. 30, 2010 (postponed from Feb. 27, 2010). Regional faculty members are strongly encouraged to attend training in order to teach at regional events or represent the RMT on regional visits. Currently, the Region 15 education budget can only accommodate faculty training once every three years, so we are looking into the possibility of training individuals who can help with this on an ad hoc basis during the interim. It was decided to give individuals a chance to apply for the regional faculty between now and June 14, so we can get them into this next “class.” Lisbet will collect references after these new applications are received, and we will discuss candidates on the August conference call. References must be received by the end of

July.

Regional Assessment

Jeannie will send out another letter to the membership to clarify the amount and the purpose. The \$10 increase in the regional assessment will continue for each year moving forward: this includes \$5 for extra costs related to running the contest, *including* but not limited to the rental of the shell. The other money goes to the general fund and this year and is potentially available to be used for regional gifts to future international competitors.

Internationally Funded Visits (Administrative or Music)

The team discussed the focus for future visits.

The spring meeting was adjourned at 2:10 pm.

Respectfully Submitted,
Heather Collins
Region 15 Communications Coordinator