

LLSC “Think Tank” Meeting Minutes **June 9, 2024**

We had a very productive and positive think-tank meeting. Twenty-three chorus members attended, making it a solid turnout. Thank you to Marla for hosting our meeting. Sign-ups are still available for non-attendees.

Meeting Objectives:

Brainstorm ideas for Membership, Marketing, Fundraising, Grant Writing, Social Media & Performances, Music Selections, Finance

Looking for members to volunteer to help with one or more categories

Membership Suggestions:

- Hand out chorus business cards to give contact info.
- Survey new and current members to determine their skill set as a way of educating, developing, and involving members through workshops
- Generate a Contact List consisting of prior members and current members.
- Recruit high school students to barbershop with a festival (Sing for the Summer)
- Contact High School Musical Directors
- Target Women’s Organizations for recruitment (women’s events, craft shows, etc.)
- Create a Recruitment Video about singing barbershop
- Provide video shots of chorus members in their different occupations to show that to join you don’t have to be a professional singer
- Recruit by piggy-backing on events that are already established
- Build Membership retention by acknowledging their birthday
- Section Leader may appoint members to buddy up with newbies.
- The Buddy system needs to be structured so buddies understand their role- to explain finances, competition, costumes, attendance, makeup, etc.
- New members need a mentor or “buddy” to answer questions
- All members may participate in calling guests and new members. Following-up with them is imperative.

Marketing & Grant Writing Suggestions:

- Marketing & Membership go hand-in-hand and must communicate
- Write a grant after developing a clear plan for what is needed
- A list of grant writing funders are available at the library along with instruction on how to write one

- Grants written for shows must include cost, location, parking, costumes, production fees
- We need a marketing person to coordinate with Retirement Centers' Activity Directors
- QR codes and flyers should be distributed before and during shows
- Joanne welcomes new ideas and help with designing flyers
- Flyers - digital and paper- are needed for all members to send out
- Make TV announcements about our future shows to gain exposure
- Business cards should be made available at weekly rehearsals- place them near sign-in binder
- Myreta is willing to add stickers with your personal contact information on the back of the business cards
- Business cards can be left at shops that post business cards

Fundraising

- We need a marketing person to coordinate with Retirement Centers' Activity Directors
- Holiday Grams make a special impact on listeners and could sell well
- Birthday Grams would be a nice addition

Social Media Suggestions:

- Create a Marketing Video to share on Social Media (long-lasting)
- Members want to be instructed on how to make a Persuasive "Post" using internet videos
- We need a class that teaches members how to set up social media posts (Meet-Up, etc.)
- Posts should be authentic (not packaged) and worded to attract women of all walks
- Call Anita to learn how to "Post" on your own Facebook page
- Show members how to "Post" on Instagram so it will automatically post to other connected social medias; be ready to follow up on comments with a reply
- All members can "Repost" other chorus's posts to show that we are part of a larger organization
- Send out an email to guests & members with a "Happy Birthday" song
- Put a recording of tags on Social Media sung by various small groups so different voices are heard
- Stephanie needs "Admin Access" to Groupanizer to create a contact list to send Birthday Grams

Performances/Shows Suggestions:

- Sing Patriotic Songs near the 4th of July
- More performances are needed to get exposure
- Opportunities for performing groups should be rotated
- Group Therapy profits are donated to the chorus with the exception of purchasing music (they've raised over \$1,500).
- More communication is needed as to why Group Therapy meets during the day (excluding those that work in the day)
Answer: most performances are during the day; other formations of singing groups that would like to rehearse in the evening are welcomed and they can create their own performing group
- Show songs should be chosen to create a theme for the show
- Long-range show plans (3-5 years or a minimum of 2 years) are needed to establish locations, dates, and script
- Show locations- Winchester, Siena Ballroom, Freedom Hall in Sun City Henderson, Libraries- Windmill, Flamingo, etc.
- Freedom Hall offers an 80/20% split of profits
- Libraries do not charge the chorus if the show is free to the public
- A cheaper way to transport our risers across the street to Fellowship Hall is needed- we need cardboard under riser wheels to prevent wheel damage
- Raising funds for Charities- request donations at entry into shows; donate raffle funds; sponsor or offer free seating to specific groups
- Holiday Grams and Membership Recruitment should be announced during our Shows

Music Team/Song Selections

- Assess vocal issues in sectionals rather than in front of the entire chorus
- Section Leaders may address issues in an email or develop an action plan that can be addressed in sectionals
- More familiar modern day songs are needed to draw the interest of new members
- Members want to better understand "how" the music team determines the song selections
- Members need to understand "why" we select the music we do- Older music better fits the selection criteria; most newer music doesn't meet the criteria;
- New music criteria-SAA must be a barbershop arrangement with recordings (learning tapes) are needed

- Hal Lennard bought all of the rights to numerous songs (making availability limited)
- The Diversity Assessment Tool must be used to see if music selection is acceptable (some words might need to be changed to suit audiences)
- Any changes to a song must be discussed with arrangers
- The rights of each song must be purchased and learning tracks have to be found- “Jen Cook” charges for her tracks
- Members want more tags to be taught
- A portion of dues goes toward purchasing new music
- Most affordable music selections come from International
- Members would like a class on how to go on DEI Website
- If choosing to use previously learned music that’s already purchased, it still needs a Diversity Assessment
- Arrangers must be contacted to confirm that music meets current requirements

Finance

- Members want the chorus’s financial goals, expenses, budget to be shared
- A portion of dues goes toward purchasing new music
- Transporting risers is costly (\$200 plus)

Other Information

- Bring back front-row auditions to have a real front-row
- Members need a place (maybe Groupanizer) to post new ideas
- Our chorus is still recovering from Covid setbacks and more time is needed
- Scheduling of committee meetings needs to be established in advance

Volunteer Sign-Up Sheets

Membership/Sunshine (Chair- Anita & Marla)

- Kristen
- Stephanie
- Marla
- Quin
- Robbe

Social Media (Chair- Anita)

- Amanda - Meet-Up
- Morgan & Anastasia - Facebook & Instagram
- Anita - Next Door & Editor
- Stephanie - Email Set-Up; Send Birthday Recordings
- Missy

Performances & Events (Chair- Joy Beth)

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| • Joy Beth | Marilyn |
| • Carole | Robbe |
| • Colleen | Vicky |
| • May | Shirley |

PR/Marketing (Chair- Joanne)

- Joanne
- Cathy S.
- Diane
- Stephanie
- Theresa
- Sally
- Marilyn

Grant Writing

- Kristen
- Carole
- Meg

Song Selectors & Research (Chair- Rose)

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| • Donna | Diane |
| • Morgan | Quin |
| • Robin | Kristen |