

LLSC Chorus & RMT Business Meeting Minutes

June 16, 2025

Discussion led by RMT- Membership Coordinator & Debbie Curtis- Events Coordinator

a. Regional Management Team Visit

- *Came to look for a venue for competition (possibly South Point or Community Lutheran Church)
- *Came to discuss regional and chapter membership concerns and chorus culture concerns

b. Region 11 Membership Concerns

- *Membership has been cut in half worldwide since the pandemic.
- *Our region is at risk due to low membership. Being under 400 members means the region is struggling.
- *There are 384 members making Region 11 the smallest one in the organization.
- *The region is in the red, and they have \$50,000 left in their budget, which may only last a year.
- *Cutbacks were made. There's no additional funding, and it's now "volunteer".
- *We have 12 choruses left in the region. Carpe Diem Chorus is folding and joining Channelaire. Celebrity City is on the edge.
- *Monica had asked JoyBeth to reach out to members who left in the last few years to attend Monday's Open Meeting, so they could hear the RMT tell about what is happening in the region and the chorus in regards to membership concerns and recruitment.

c. Ways to Recruit New Members

- *First, do a "Reverse Budget" by determining the number of members needed to maintain a chorus.
- *Advertise the Chorus through t-shirts, tote bags, business cards bookmark cards (make it musical to open up a conversation with the public)
- *Because AET (All Events Tickets) cost too much (\$135), families can no longer afford to attend, so the region is offering to lower the price to \$10-\$20 for family members.
- *Each chorus can have up to 10 prospective members attend Competition for free as a way of hooking them to become a member.
- *Identify what is stopping our chorus from growing
- *Make rehearsals fun
- *Be excited and share a good product
- *Ask members to bring 1-5 guests. For every 5 invited, 1 may come.

d. Chorus Culture

***WE NEED 3 THINGS IN EVERY CHORUS**

- 1. "HA HA" - LAUGHTER**
- 2. AHA - LIGHT BULB TURNS ON**
- 3. AHH- GOOSEBUMPS FROM RINGING CHORDS**

- *Passion and fire need to be ignited
- *We need to address our chorus culture and create a more positive environment
- *Members left due to a negative chorus culture. Change is needed.

e. Chorus Directors

- *Monica thanked our directors for stepping off the risers to fill in as directors when it was needed, but now a director search is needed again to find a more experienced director.
- *To open a director's position, Jan and Rose are resigning and may return to the risers as singers or become assistant directors and assist the current assistant directors.
- *Assistant directors will keep the chorus running during the search, which takes time.
- *Members were asked to follow the assistant directors' hands and remain positive during the transition.

f. Ways to Advertise for a Director

- *Monica will provide a list of DCP (Director Certification Program) candidates from Region 11 & 21.
- *Tell Joy Beth if you know of someone interested
- *Take the time to find the right fit.
- *Address envelopes (mailers) with musical stickers
- *Be prepared to pick up the candidate at the airport
- *First, address the chorus culture "I, 2, 3, Clap Clap" - meaning address and move on
- *Have a performance package ready so the chorus has something to offer to candidates.

g. Focus of a General Package

- *Create a general performance package (20 min.) for gigs with memorized MC.
- *Get our name out there and take all "freebee" opportunities
- *Search Google for Women's Groups and target 30-year-olds and up.
- *Support a charity (ie, Relay for Life) and get on their mailing list
- *Send out a 2-minute Promo video (should include snippets of rehearsal, competition, tags, shows - Holiday, Patriotic, General)

h. Questions & Answers

Q: Whose decision was it to ask directors to step aside? Doesn't the chorus vote?

A: No. A chorus vote is NOT needed if directors agree to step aside for a director's search to begin.

Q: How many people should be on a Director's Search Committee?

A: That's up to the team. Monica will send the chorus information about how to do a search. Barb Schults is the director on the team who will handle the director search information and DCP candidates.

Q: What resources are available to learn arm waving? (Assistant directors explained they were too new and not ready yet to be frontline directors, so more training is needed.)

A: The men's barbershop organization has videotapes on arm waving. LAW (Learn Arm Waving)

A: Although Tammy Ragsdale, Regional Educational Coordinator, is doing a "PVI" (Private Vocal Instruction) at the Winner's Circle event, they can ask for a "DVI" (directors' class)

Q: RMT: Will you please send in your Regional Report (an evaluation of the region)?

A: Yes. Joy Beth, Team Coordinator, agreed to send it in.

Q: Are more modern songs available to sing?

A: Barbershop doesn't lend itself to much modern-day music, but we can learn more familiar songs or pay an arranger (\$300 and up) to arrange a song.

Modern songs are harder to keep up in our repertoire and are usually more challenging to sing. Modern song example: "Flowers" by Miley Cyrus.

Older songs, sometimes sad or men-bashing, lend themselves to higher scores at contests.

Q: How do we find modern barbershop songs?

A: Search for track makers (Older tracks are not good quality, but are good to listen to to determine arrangement). Google - trackmakers- Jen Cook, Kim Krot, Dania Mesquer, Larry Wright, and his daughter, Kim Newcomb- (she has great learning tracks)

Q: Where are we headed without a director? Are we waiting for a person on a white horse to rescue us?

A: Allow time to do the director's search, follow your assistant directors, and stay positive.

i. Members' Views

*Some members spoke and asked the chorus to stay positive, trust that we can find a new director, and be willing to move forward.

*Some members were concerned that assistant directors needed more experience and that we might lose members.