

LLSC Management Team/Directors & RMT Meeting Minutes

June 16, 2025

In Attendance: Monica Taukus, Debbie Curtis, Joy Beth Clarno, Aimee Green, Carole McSimov, Joanne Ianacone, Stephanie Edey, Marilyn Kujat, Quin Rivers, Marla Mumford Jan, and Rose

I. Discussion led by Monica Taukus: Membership Coordinator RMT & Debbie Curtis- RMT a. Monica's offer to directors:

- *Monica explained Open Forum Notes, Goals, Topics, & Standing Rules were reviewed

- *She thanked directors for stepping off the risers to fill in as directors when it was needed, but now the team would like to do a director's search again to find a more experienced director.

- *By resigning, their contract would be null and void, giving the chorus freedom to search for a director, and they could either return to the risers or be an assistant director.

- *Jan agreed to stay on as assistant director and assist the other assistant directors. Jan said she was all for it and that she was getting older and would have back surgery soon. She suggested we seek out Kyler, director of the men's chorus, as a potential candidate.

- *Rose said she had been thinking about leaving for the past year and will want to leave if we do a director's search. Monica suggested she take the next few weeks while out of town to think about it before making a decision.

- *Monica explained that we need to first create a general show package (20 min.) to offer when advertising. Choose 6 songs and divide them among the directors' team (2,2,2).

- *Build on our Mission Statement

- *Stressed the need to bring back charter members- the region needs to grow

- *Membership is a challenge at all levels- International, Regional, and Chapter

b. What Other Regional Choruses Are Doing

- *Carpe Diem is dissolving and merging with Channelaire

- *Channelaire hired someone to manage Social Media at \$20 an hour for 10 hours a week

c. DC (Director's Certification) Program

- *Jan said she completed it in 2005.

- *Rose said she completed it in 2008.

- *The current program cost- \$125, it's self-directed, has Modules for planning, Music Theory, Planning, Education, Performances, etc.

- *Go to Sweetadeline.com - Education - Certification Program - Learn more- How to enroll

- *There is a Music Theory Test at the end.

- *It was an idea to reimburse those who complete the program.

d. Fundraising Ideas

- *Advertise on the “Next Door” app and send to all zip codes
- *Channelaire has an escrow account to grow funds.
- *Use SCRIP; Raise Right;
- *Provide bookmark/card (dollar size) with chorus info for recruiting or hiring. Print cards at 48hourprint.com

e. Three Ah ha’s needed in chorus

- 1. Ah Ha! Light Bulb turns on - you get it**
- 2. Ah Ha - use laughter and humor**
- 3. Ah Ha! Ring Chords**

f. Membership Suggestions

- *Target 30 years old and up who are career oriented, past singers in school
- *Monica’s chorus charges a flat rate of \$70 a month to keep costs simple, rather than having multiple fees). It covers SAI, Regional, and Chapter dues.
- *Potential new members must pay each month for their first 4 months before being permitted to be a member
- *New members are given bird bags, nametags, and music
- *Because they are not a member for 4 months, they don’t vote or compete.
- *Monica’s chorus offers to bring up 10 potential members in the region to contest for free
- *Family plan- a huge discount is given so families can watch the contest
- *Membership requirements were eliminated- no more tape qualifying, no more attendance requirement of 10 out of 12 rehearsals
- *Reverse-engineered budget to determine the number of members needed to survive
- *Each chorus should make its own membership plan. Some choruses sing off and on through the year, 3 months on, 2 months off, etc.
- *Stephanie has a plan for Membership.

g. Tags

- *Teach 1 tag a month in the summer. Print them out on cardstock and put in snap rings

h. Ice Cream Social/Gigs

- *Invite the men’s chorus since they have wives and daughters
- *Include recruitment as part of our MC
- *Provide bookmark/card (dollar size) with chorus info for recruiting or hiring
- *Do as many free gigs as possible
- *Perform for the “Relay for Life” Organization
- *Partner with a charitable organization and sing at their fundraiser
- *Sing at Farmers’ Markets
- *Christmas Gigs
- *Car Shows (do car songs)

- *Sing at hospitals
- *Look at venues and type of demographics we are looking for
- *"Out to eat" ask restaurants to sponsor chorus for a window of time and share a % to chorus- BJ's, Habit, Jamba Juice)
- *Buy gift cards at a cheaper rate and sell for full price
- *Chorus members bring their wares- clothes, eggs, etc. to sell at rehearsal between 6:15-6:55 pm.
- *Invite boutiques to shows and pay a flat rate.