



ARMTA PROVINCIAL BOARD MEETING BY ZOOM

Friday, May 25, 2018
10:00 am – 11:40 am
Zoom online conference call

Minutes

1. CALL TO ORDER

10:02 AM

Present: Marlaine Osgood (President)
Kimerica Parr (Vice-President)
Beth Olver (Past President) – left at 11:30
Deborah Gallant (Edmonton) – left at 10:45
Ida Edwards (MAL Convenor)
Melodie Archer (Calgary) – joined at 10:15
Nathene Arthur (Calgary) – joined at 10:15
Annette Bradley (Red Deer)
Vicki Martin (Administrator)

3. AGENDA APPROVAL

Motion: To approve the agenda

Moved by: Deborah, Beth

All in favour

Carried

4. NEW BUSINESS

4. a) Elevator Pitch

Heather Hindman had presented several ideas for putting on the ARMTA pencils. We are looking for a catchphrase that sums us up. Ideas:

- Making tomorrow's finest musicians
- Fostering young musicians – "fostering" is too old sounding. "Nurturing" or "cultivating"?
- Your professional music educators
- Excellence in music education – too general? But the high standard is key.
- What if the word "individual" or "studio" were included?
- Quality/qualified
- Professional private music educators
- Private
- Distinctive
- Mentoring the finest musicians – except mentoring seems too informal
- Quality/excellent/superb/exceptional/notable music instruction/lessons in your neighbourhood/community
- Your notable/noteworthy neighbourhood/ music instructor

TOP TWO:

- **Cultivating music in life**
- **Noteworthy neighbourhood music instruction**

On the pencil:

[our logo]
Alberta Registered Music Teachers' Association
Cultivating music in life
armta.ca

As an aside, Red Deer College just announced that they were closing their music program.

MOTION: To adopt as our two catchphrases:

1. Cultivating music in life
 2. Noteworthy neighbourhood music instruction
- We will always use the first, and the second where space allows.

MOVED: Ida, Deborah **All in favour**

4. b) Generative Discussion

What do we want to look like in 5 years? How do we get there?

- Community music events – higher level of support for the teacher – afternoons of music, coffee shops,
- Networking – teachers need support, and we should be able to encourage students to learn from other teachers as well
- Referrals – as opposed to having waiting lists
- Young teachers – they are looking for how it benefits them, and we want them involved
- Business practices – best practices for invoicing, billing, and accepting payments. Could be a Facebook discussion, a survey to our members, and/or a workshop set up to talk about it.
- Student teacher groups/collegiate chapters – are better at offering some of these practical issues. Marlane will contact the leaders to see
- Recognition in community – like RCM
- Zoom discussions – set a topic and set a time for any members to join to call in to discuss a specific topic
- Including more instruments than just piano, more small ensembles. Accessible music for the community, not just classical
- House concerts – where ARMTA would be an intermediary for our members, their students, and the music community
- What does an ideal music library look like?

As an aside, Fort McMurray has just had to decide not to hold their Awards Recital because they don't have donations from Suncor and other businesses that have closed, and they don't have money to rent a venue.

4. c) FAQ's

Quick statements that we could post on the website.

For parents:

1. When are your classes and how much do you charge?
2. What instruments do you teach?
3. What styles of music do you teach?
4. Do you prepare students for exams?
5. Do you teach students with special needs? Do you offer music therapy?
6. What do my fees cover?
7. Why should my child study with an ARMTA teacher?

8. Why do I have to buy my own music?

For members:

1. What are the benefits of belonging to ARMTA?
2. What do my fees cover?
3. How many members do we have?
4. How long have we been around?

Vicki will put together what she can with help from everyone else.

5. ADJOURNMENT at 11:40

Upcoming meetings:

Board meeting - Saturday, September 15th – in Red Deer
AGM – Saturday, October 27th – in Edmonton with MCA