

### **DEANNA OYE -Continuing Education Convenor**

I would like to request the same amount as last year (\$3800) for Continuing Education.

For 2024-2025 it was \$400 (x6) for branches, some of which are not using their allotment. The remaining \$1000 was for video projects or extra branch projects.

I request that we keep the budget request the same for 2025-2026 but apportion more per branch (\$500 x 6), leaving \$800 for other projects that might be curated centrally or that may be branch extra requests if they have a year with more projects.

### **ANITA KENNEDY ROBERGE**

Funding for CFMTA attendance for National Conference in Montreal July 3-5

Requested amount: \$1327.00 for flight and hotel to Montreal

A request to cover some expenses to the CFMTA national conference July 3-5. I won tickets to the conference 2 years ago but flights and hotels are very expensive at this time of year. I put in a request for more info regarding the tickets to CMFTA but I have not heard anything back as of yet. Flight and hotel room is approximately \$1327.00.

### **CAROLYN STEEVES - Festival Liaison Convenor**

Alberta Music Festival Association

Canada West performing Arts Festival

Previous year's budget \$800

Proposed budget \$1000

Request the Alberta Music Festival Association Scholarship funding be increased to \$500 for the 2025 AMFA Provincial Festival. All Alberta Music Festival Association Scholarships have been all increased by \$50 for 2025. Class 703 - Piano Solo 15 Years and Under and Class 312 - Cello/Double Bass 15 Years and Under, the two classes ARMTA sponsors now have scholarships of \$250 each.

Request the Canada West Performing Arts Festival Scholarship funding of at least \$500 be reinstated for 2025 (Saskatchewan) and increased again to \$1000 in 2026 when Alberta once again hosts the Canada West Performing Arts Festival. ARMTA supported CWPAF in 2023 (Alberta) but not in 2024 (British Columbia)

Rationale:

13 and Under Classes: 1st Place \$800

17 and Under Classes: 1st Place \$1,000

22 and Under Classes: 1st Place \$2,000

Choral Classes: 1st Place \$500

## TEMPO Budget

Request same amount as last year.

## MARLAINE OSGOOD -Conference Convenor

Music Conference Alberta - not running in 2025

In lieu of MCA, a joint (with AMEF) one-day workshop in Red Deer in late Oct./early Nov. to be combined with our AGM

### Income

Registration fee \$975 (Half of \$1950 - \$65/person at 30 people attending)

Total INCOME \$975

### Expenses

Clinician honorarium \$800 (2 x \$400)

Clinician Travel Expenses \$372 (2 clinicians - 1 clinician from each of Edmonton and Calgary)

Venue \$550

Supplies \$50

Registration/Travel \$249

Total EXPENSES \$2021

**Net Income (\$1046)**

## CHRISTINE ROGERS -Student Composer Competition

Budget Request: \$1200 (same as last year)

Rationale/Notes:

- Estimated expenses include adjudication fees, convenor expenses, and CFMTA entry fees
- Income comes from student entry fees
- Provincial category prizes come from the ARMTA Recognition Fund and have not been included as expenses. The amount for category prizes in 2024 was \$600.
- Expenses for 2024 without category prizes were \$2022.48
- Income for 2024 was \$1185 from provincial entry fees

Expenses and Income are dependent on the number of entries which vary from year to year

## ROSEMARIE HORNE -Administrator Salary

Hello Board Members

I would like to propose a 5% increase to the remuneration for our Administrator, Tamara Bowie. This is to keep up with inflation but also to recognize the level of experience she has obtained over the last few years. This would be an increase from \$14,400 to \$15,120 for 2025-2026. As the only consistent member of the executive (the rest of us change every two years), it is important that she be recognized financially for all that this role entails.

Respectfully submitted, Rosemarie Horne  
Past-President

### **CHRYSANTHEMA NIKOL – Strings Competition Convenor**

Budget requests for:

New Business: Joint Projects with ASA

Workshops and Masterclasses for Bowed Strings Fall 2025, Calgary & Edmonton

A joint project between ARMTA and ASA ([www.albertastringassociation.org](http://www.albertastringassociation.org)) The Association hosts and sponsors events that benefit the string community of all Alberta's string Teachers and Students.

The Association already sponsored the ARMTA Provincial Inaugural Junior Strings Competition 2024, Violin, Cello with \$200 for the 3<sup>rd</sup> prize winners (\$100 Violin, \$100 Cello)

The Strings Competition Committee wants to establish joint events in Calgary and Edmonton to help string students and promote ARMTA programs. The students will gain experience working with master teachers in performance settings.

### **Budget for the ARMTA/ASA 2025 Fall Bowed Strings Workshops**

#### **EXPENSES - Calgary and Edmonton**

- i. Venues \$600 Calgary \$300/Free or \$300 Edmonton (TBA)
- ii. Clinicians \$600 (Calgary \$300/ Edmonton \$300)
- iii. Certificates/Programs \$100 (Calgary & Edmonton)

#### **INCOME - Calgary and Edmonton**

- i. ASA money \$500 (with optional increase)
- ii. (Possibly) Student Registrations (est. 16 students @ \$30 each) \$480

**TOTAL equals Expenses of \$1,300 minus ASA (\$500) = \$800 for two workshops**

Thank you, Chrysanthema Nikol, Strings Competition convenor

### **SUSAN HENLEY -Publicity Convenor**

- ARMTA Branding and Name Recognition 2025/26

- promotional material
- design software subscription

Last year's budget: \$3700

This year's request: \$2950

**Expenses:**

\$1300 Facebook and Instagram ad campaigns

\$1000 sundry - promotional supplies, new templates

\$200 postage for mailing promo material

\$450 - Canva Pro subscription(includes \$50 cushion in case it goes up next year)

Rationale:

**Brand refresh at Branches:**

- for the 2024/25 budget year, \$300 per branch was budgeted for replacement of obsolete branded promotional material. Three branches have not yet requested material (Edmonton, Lethbridge, Grande Prairie). ○ I suggest ARMTA not renew budget funding for this specifically - Publicity budget can fold requests into the sundry budget starting with the 2025/26 budget period. Banners will be produced using a template design commissioned through Publicity budget during original brand refresh, and ordered centrally through VistaPrint, which has proven to be competitive in quality, and most economical in the past.

**ARMTA Name Recognition resumed for 2025/26 (Social Media Convenor):**

The 2024/25 publicity plan assumed the appointment of a Social Media Convenor, and was focused on increasing participation in ARMTA events, and increasing provincial membership numbers, by publicizing our events, benefits of membership, and generally creating greater awareness of ARMTA's brand.

**Results:**

- prior to the appointment of the Social Media Convenor, we spent \$275 on three paid instagram ads for the strings competition, targeted to a suitable audience demographic. Total reach was 25,300 people, of whom 260 engaged by clicking the link to our website. The campaign was minimal, given it was managed by ARMTA Administrator, Webmaster and Publicity Convenor outside their role responsibilities, and was also launched a bit too close to competition date for comfort. Even so, the strings competition received a record number of applicants.

The Social Media Convenor role was successfully filled in October 2024:

- the piano competition received 6 applicants, which is also a record number. The social media coverage was not a paid campaign but did garner over 7000 views.

These results are promising. It is important to note that all social media posts contribute to our reputation and our name recognition, and all serve to advertise ARMTA to current and potential students and members.

The current budget request is intended to give us the flexibility to highlight ARMTA priorities throughout the coming budget year, such as an AMEF collaboration, etc.

**For discussion:**

**reputation and lawfulness**

Social Media and Tempo Magazine benefit from photographic content. In the modern world, privacy considerations must be taken very seriously by anyone posting photographs in public forums. ARMTA is bound by PIPA (not FOIP). I will be examining ARMTA's adherence to PIPA requirements, regarding photos, bios etc collected from competitors, and more importantly our adherence to privacy law and our policy regarding the publication of photos of minor children. Convenors and branches and individual members should be able to depend on ARMTA to advise them accurately. It will likely be necessary to obtain a legal opinion in this regard, although I am not requesting budget at this time.