Attendees: Harvey, Jay Althof, Bill Albrecht, Jack Ryback, Paul Huxtable, Arv Zenk, Murl the Bass, Dave Paxson, Gary

* Concentrate on tactics to attract NEW members. We will talk about retention of existing members in the next meeting.
* Please avoid complaints, let’s keep it positive.
* No theories about what we “should” do to increase enrollment. We are interested in talking about what people are currently doing that has been showing results/improvements. If we have time at the end, maybe we can talk in theories, but we want to ensure there is enough time allotted to hear about what is working.
* Facilitator is going to try and keep things moving so we can get to all of the ideas. Don’t be offended if he asks you to wrap it up/bottom line it so we can move on to other ideas.

Jack Ryback

* Definite plan- something to look forward to (i.e. a Show, Christmas)
* New Music

Murl

* Visiting Senior Clubs, YMCAs – hand out business cards and flyers
* Brat Sale – Spring and Summer months

Arv/Gary

* Task force
* Ready, Set, Sing – Guest night every first Tuesday – make them fun and entertaining - 17 have come to guest nights, 5 have returned
* Funding for marketing – Radio (ad w/ station help, or join a show w/ outline of talking points) & Newspaper (2x4 column every week)
* 1:1 – Bringing in new members.
* Be out in the public more often
* Spring show – MC for the show
* Set expectations – Don’t have to be able to read music
* Music that is interesting to younger population
* Make first hour fun, then offer them option to go

Jay

* Modified Ready, Set, Sing – Invite some to do a modified short show (3-4 songs)
* Sing out with other chorus’s – Walk the walk
* Getting out in public as much as possible – engage others
* Definite plan as well – What music to work on
* Choice of songs for new members

Gary

* Keeping it fresh – music?

Paul

* Personal invite
* Update the new member packet
* Reached out in the community to sponsor blood drive and food drive (exposure)
* Contacting all the past Xmas chorus participants to invite someone to come along
* Ask members to be Tag masters to sing during rehearsal – invite members to sing with tag masters (also a fundraiser)
* We a purpose/direction to look forward to
* Have a Christmas show – new members can choose to just be on the Xmas show

Harvey

* Every member should ask strangers “Where do you do your singing?” to help strike up a conversation.

Bill

* Have business cards with a lot of information that can help with new members

Action Items

* Reach out to Bob Stars to see if he can share at the 3rd forum
* Make sure we have time for Dave Paxson to share what they have been doing at the 3rd forum
* Make sure we have time for Dennis Haight to share what they have been doing at the 3rd forum