Attendees: Jim Rasmus, Jay Althof, Steve Zorn, Neal Mortenson, Arv Zenk, Jeff Knight, Harvey, Bill Albrecht, John Plazek

Night Three Agenda: Monday Oct 10 @ 7pm: Quick Recap of the first two meetings, and brainstorm/sharing of any outstanding ideas

* 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.
* Recap of ideas up to this point
* New ideas not captured already?
* Where do we go from here?

**New Members Ideas from Week 1**

* Definite plan- something to look forward to (i.e. a Show, Christmas)
* New MusicVisiting Senior Clubs, YMCAs – hand out business cards and flyers
* Brat Sale – Spring and Summer monthsTask 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 goModified 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 membersKeeping it fresh – music?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 showEvery member should ask strangers “Where do you do your singing?” to help strike up a conversation.Have business cards with a lot of information that can help with new members

**Member Retention Ideas from Week 2**

* Make sure you have enough sing outs (why would I go to rehearsal)
* Sing variety of songs each night
* Teach Tags – Tag Masters (use Good Tags)
* Social Events (Annual Dinner, Xmas Party, White Elephant, etc)
* Amphitheater performance in the summer followed by pizza party
* Dinner theatre show (dinner between afternoon and evening show)
* 2 minute personal profile (one per rehearsal)
* Xmas Caroling for retired members
* Quartet idea (Tag out to encourage non quarteters singing)Objective (working toward something…)
* Variety of songs
* Board Meetings between 6-7pm on Mondays followed by report out at rehearsal
* More fun songs (nothing prior to the 50’s)
* Members should like the songs they’re singingMedian age is ~60 yrs old
* Habit, social constant, like to sing
* New music for something coming up
* Quartet to schools – where we can get in
* Sing outs at senior centers (nothing prior to the 50’s)Singing tag after the first rehearsal
* Quarteting makes for a better quartet
* Create quartets for District Contest
* Call/email to follow up with members (reach out to those that have been vacant)
* Quarterly outing (Tuesday after District bowling night, Xmas dinner, at least 1 event each quarter, picnic with yard games)
* Make sure the chorus/quartet has a direction (Competitive, Social, Fellowship)Solid ideas already given tonight
* 7 chapters have folded already this year
* Performances: Had 4 quartets sing at that show
* Barbershopper of the week
* Quartets opportunity
* BHS site has some checklists that are useful
* Keeping in contact with every member
* Bring coaching to the chapter program (prospective chapter)Give everyone a job / involvement in some way
* Involve everyone and give them appreciation
* Sing contemporary songs
* “Make it Fun”
* Post it Exercise (ask Judd Orff about this exercise)
  + Competition (only 1)
  + Outreach
  + Fellowship (got most votes)
  + Singing
  + Performance

**All Member Ideas from Week 3**

Harvey

* Commodores VLQ Under 35 – attempting to keeping your members engaged
* Frank Thorn members
* Business Cards – Talk to others
* Inviting more local choirs to be guests on our shows
* Free tickets to directors to come to our shows
* District should have an advertising with the AARP magazine – not easy to do
* Marketing Conventions to the public

Bill

* Echo’s the Business Card idea

Jay Althof

* Encourage people to sing at different events in a limited capacity (couple songs, Xmas show, etc) – questions about non-members being with the chorus
* Ready, Set, Sing

Jeff Knight

* Ready, Set, Sing – Recommend planning a year ahead
* More Visitors / Guests at Convention
* 4 Buckets for membership discussion
  + Getting guests in the door
  + Getting them to come back after first meeting
  + Keeping existing members
  + Getting past members to come back
* Membership Committee vs. 1 person running it. – Goals yearly
* More Social Activities
* Join the Local Chamber

Jim Rasmus

* Process for membership (documents being shared on District Website)
* Discussion around past members and efforts for that

John

* Perform
* What’s Happening sheet – agenda
* Fellowship – interest in what all are doing
* Presentation with Ev – exercise w/ having people stop singing – Give members a call when they are gone