



Suzuki Association of Ontario
Executive Board Meeting
Minutes
Wednesday, March 1 at 12pm on Zoom

<https://us06web.zoom.us/j/94374870761?pwd=Y2FhS2dLcSt0Rlc1UHZic1VUMGg2UT09>

Meeting ID: 943 7487 0761

Passcode: TWINKLE

1. Welcome!
 - Present:
 - Debbie Hammond, Chair
 - Genevieve Schirm-Joyce, Treasurer
 - Lauren Taylor, Secretary
 - Regrets:
 - Rebecca Ashworth, Administrator
2. Land Acknowledgement
 - Presented by Genevieve Schirm-Joyce
3. Mission Statement
 - Presented by Debbie Hammond
4. Financial Updates
 - 2022 Conference Keynote Speaker Carrie still needs payment - **Genevieve will get a money order**
 - Membee will be a big expense upcoming
 - GIC shuffling will need to be done
5. Website Updates
 - Order for updates to the content
 - **Membership benefits & rates priority**
 - History etc. will be addressed by full board
 - Registrations for TEA, Planting the Seed, conference (below)
 - Member school perk: individual families get \$15 registrations with unique school promo code
6. Executive Emails
 - Tech Soup
 - Gmail Conversions
7. Strategic Planning Preparation
 - Discussion groups
 - Board recruiting is a priority this year- we need to confirm and/or replace every member of the board.



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- **Debbie will contact** SAO member (cellist) with strategic planning experience
- Board will need to be looped in on SM/MC developments
- 8. Planting the Seed
 - Waiting for letters of engagement from speakers
 - Promo Idea for member schools
 - Member school perk: individual families get \$15 registrations with unique school promo code
 - Institute event set to go - **Debbie will prepare the copy** for newsletter and Facebook promotion
- 9. 2023 Conference Updates: Waterloo 2023 Good Vibrations
 - Location: Laurier for both days and **Lauren will inquire re: Friday evening**
 - 4 rooms:
 - Large room for play-in, small room for play-in, craft room, cafe room
 - Catering from the cafe?
 - Included lunch for teachers both days
 - Book Huether for social event
 - Hotel: needs to be lower cost and include food - St. Jacobs with bus rental?
 - Full Board Meeting in-person Sunday evening
 - Cafe will cater?
 - Included events plan
 - Online Registration Set Up
 - Student & teacher registration portals
 - Fees: \$100 student & first-timer, \$150 early bird until October 1, \$175 until October 31, \$200 November 1 to day of, Non-SAO \$225
 - Bring a first-time attendee, get a promo code for \$25 off
 - Long Term Teacher-Trainees for \$75 (include promo code?)
 - Spring info for publication
 - Call out for session proposals
 - **Genevieve and Lauren will review** before publication



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- To be sent out in Spring newsletter, Scoop, and Summer newsletter
- T-Shirts: for fundraising, included in registrations
 - Included tees for volunteers running
 - **Genevieve will look into STEWwear provider**
 - **Rebecca will design in Canva**
- Promotion directed towards trainers and trainees
 - Flyer for teacher trainers and trainees

10. SAO TEA

- Title of session from Ed
 - And preview text by end of week
- Online Registration
 - \$10 for members, \$15 for non-members

11. Institute Session: So you want to go to Institute?

- Saturday, April 15 at 7:30pm
- Text needed - **Genevieve will write copy**

12. Newsletter, Scoop and Promo Campaigns

- Using Facebook
- Key elements of Spring Newsletter (March 5-20)
 - Heavy emphasis on programming: PTS, TEA advertising, April institute session
 - **Genevieve will ask Elayne/SOSI to sponsor TEAs** (both Institute and Ed)
 - **Lauren will write a succinct Board News** with the boring stuff
 - Look at our new website!
- Advertising for 2023
 - Advertising renewals needed: rates will not change
- Scoop in Late April
 - Another PTS promotion, Early Bird membership rate

13. Membership Badges

- Recognition somewhere (on the website?) for participation in events
- **Rebecca will see if this is possible in Membee?**

14. Thanks everyone!

- Adjourned