Edmonton String Players Association
Board Meeting Minutes - Dec 1 2025, 7:30pm

Type of Meeting: Board Location: Online (Zoom)

Attendees:
Amy Archibald, President
Vanessa Kay, Secretary
Ryan Heit, Treasurer and Volunteer Coordinator
Karen Kawulka, Vice President
Margaret Usko, Fundraising Director

Regrets:
Liliana Filipoiu, Events and Social Media Director
Karen Hipson, Administrator

Call to order: 7:36 p.m. Quorum confirmed.

Approval of minutes of November 3 meeting

- Amy motioned to approve the minutes. Ryan seconded. All in favour. Approved.

Approval of Agenda

- Amy motioned to approve the agenda. Vanessa seconded. All in favour. Approved.

Treasurer's Report (Ryan Heit)

- The audit has been completed by volunteers in the presence of accountants.
- Year-end work is in progress and will be complete shortly.
- Current Funds:
  - General Operating Account Balance:
  - Casino Account Balance:
    - 2022 casino funds are fully spent.
    - About from the 2024 casino may be spent by Nov 2027.

Old Business

A. Concert locations for 2026-27

- Ryan and Karen Hipson will meet with a representative of McDougall Church.
- Concert location search by volunteers is ongoing. Ryan will report back on learnings.

B. Social Media update model and advertising (update by Liliana submitted over email)

- The most straightforward model is social media ads, which can be targeted.
- Canada Post flier delivery was determined to be too broad an approach.
- Suggestion to put an ad in a program at the Winspear for a child-friendly concert.

ACTIONS: Amy will reply to Liliana to advise her to pursue the social media ads.
Ryan will reach out to the Winspear Centre to inquire about program ad options.

C. Bring a Friend Day Update – January 12 2026

- Orchestra 1 and Fiddlinists need an email to Conductors to let their kids and families know to invite a friend to practice on January 12. Fliers would also be beneficial for distribution at the practice on January 5.
- Amy motioned to approve a total expenditure of up to $250 minutes to buy flowers for 3 conductors and one assistant. Vanessa seconded. All in favour. Approved.

ACTIONS: Amy will email conductors of Orchestra 1 & Fiddlinists to remind them of the date.
Vanessa will email Karen H to request her to create and print fliers for distribution on January 5, and to add the information to the website and email update.

D. January 2026 Concert Logistics

- The church venue is booked from 1:30pm – 5:30pm on the concert date.
- Ryan has coordinated volunteers, including for MC, flower purchasing, program printing,
- One or two board members should arrive early to liaise with McDougall staff.

ACTIONS: Ryan will send an email to the Board outlining tasks on the day.

New Business

A. Fundscrip fundraiser (Margaret)

- Just over $10,000 of gift cards were ordered, raising just over $400 for the society.
- Margaret and Karen H coordinated distribution of cards, which should arrive by Dec 8.
- The goal is to get the cards to the families next week.
- Reflection: electronic distribution of forms saved time but may have decreased orders.

B. RiverCity Bluegrass for Fiddlinists (Amy)

- The RiverCity Bluegrass Festival is on January 17, 2026. Workshop cost: $60/participant
- Discussion of how MEP should support student participation and incentivize attendance, with general support for covering the entire cost if it could be billed directly to the event.

ACTIONS: Amy will ask Jarred about payment plan and level of interest, and share findings.
Vanessa will circulate a motion by email to allocate funding if needed.

C. Confirming Upcoming Meeting Times

- Discussion of moving the January meeting to a Thursday to welcome Orchestra 2 parents and adult students who don't want to miss the Monday rehearsal time.

ACTIONS: Reschedule next meeting to Thursday January 8, on Zoom.
Karen H to add the updated meeting date to the website and any newsletter.
Liliana may add to social media.

Other business

- None

Next meeting

- Date of next Meeting Thursday, January 8: 6:45pm, Zoom

Meeting adjourned at 8:17 p.m.