

Following, please find the summary of feedback from Kokoro Members, gathered from the Annual Membership Survey.

Overall Survey Response rate for entire Kokoro Membership: 65%

- 22 individuals responded to the survey. Kokoro has 34 members.

**** The last section has a list of suggested permanent names for Kokoro's Spring Concert Series. A quick Google survey will be sent to all members on Monday, Sept 9th in which you can choose your top two names and submit. Results will be summarized & sent to all members with the chosen name confirmed at first rehearsal. ****

Regarding the annual membership fee →

Of the 65% of Kokoro members who responded to the survey:

- 72% indicated that the \$400 annual membership fee is manageable for them
- 28% indicated that the \$400 annual membership fee is not manageable for them

Of the 28% who indicated that the membership fee is too high, the following is a summary of their suggestions:

- An annual range of \$200 - \$250 is manageable and 2 or more instalments are required so that smaller payments can be spread out over time.
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Regarding the Operational questions →

Of the 65% of Kokoro members who responded to the survey:

- 86% agreed that posters & PR should be produced & distributed well in advance of our concert seasons.
- 86% agreed that posters & PR materials should include both text-based info & also a QR link to information.
- 55% agreed that tickets ordered in advance through the website should be discounted as an incentive to order early.
- 68% agreed that pre-ordered tickets need to be pre-paid through website platform.
- 82% agreed that tickets available at the door should be sold at full price.
- 68% agreed that we should have physical tickets available for distribution to patrons.
- 50% agreed that prepaid tickets should be sent digitally to purchasers via email.

- 59% agreed that all physical tickets should have text-based info & QR code links.
- 72% agreed that we should continue with physical, hard-copy programs for patrons in attendance at concerts.
- 0.09% indicated that we should no longer produce physical, hard-copy programs and switch to digitized programs for patrons in attendance at concerts.
- 50% agreed that Saturday concerts should be in the evenings and Sunday concerts should remain in the afternoon time slot.
- 60% agreed that there should be a 30-minute resting break between final warm-ups & performances at venues.
- 23% agreed that concerts should be kept to a one-hour timeframe (45 minutes singing & 15 min intermission).

Regarding additional venues for both regular rehearsal spaces & formal performances →

Alternate rehearsal location: Glen Morris United - Lynn can get regular rehearsal space for no weekly charge if we do a fundraising concert (shared proceeds)

Additional performance location: Glen Morris United

Additional performance location: Erb St Mennonite

Additional performance location: The Music Hall (Hamilton) for a performance venue (could get a rental deal as an employee). We would need a keyboard for performance.

Additional performance location: Grace United Church in Burlington

Additional performance location: Knox Presbyterian Church Waterloo

Alternate performance location (instead of West Plains): St Christophers (Guelph Line) [more centrally located]

Willingness to assist with Organizational Tasks →

Concert Venue Coordination	Concert Master of Ceremonies	Management of Promotional Materials	Advance Production of Promotional Materials	Repertoire Management	Financial Management
Jess S. Tim P. Sheila M. Alissa B. Michael L.	Carol B. Jess S. Sheila M. Alison S. Alissa B. Luke F. Lynn M.	Tim P. Jennifer L. Elvis H. Wendy R.	Tim P. Jennifer L. Laura K.	Jess S. Sheila M. Luke F. Lynn M.	Elvis H. Darlene M. Louise M.

Willingness to assist with Management of Social Media Feeds →

Facebook	Instagram	Twitter / X	You Tube
Linda Y. Jess S. Jennifer L. Laura K.	Linda Y. Jess S. Alison S.	Luke F.	Wendy R.

Regarding specific locations / events at which we could create a physical PR presence (ie materials or a short performance set) in order to promote Kokoro →

(promo materials) Stratford Arts

(promo materials) Private music studios where vocal music is taught (ie: HCA); University music faculties

(promo materials) Cambridge Celebration of the Arts in June, huge street party in Cambridge with a big audience

(performance set) & (promo materials) Tree-lighting ceremonies? Sing a more popular Christmas carol and hand out concert info?

(performance set) Erb St Mennonite

(promo materials) RBC in Dundas has a section by the ATM that you can put flyers

(promo materials) Community Theatre venues (ie. Ancaster Little Theatre)

(performance set) Art Crawl or Super Crawl (Hamilton) -- HCC sometimes has the stage for 10 to 15 minutes for promo.
<https://supercrawl.ca/>

(performance set) St. James Anglican Church

(performance set) Glen Morris United Church

(performance set) West Plains United Church

(performance set) Local Retirement Homes & Malls

Willingness to do PR for Kokoro →

Distribute posters & promo materials within the community		Attend specific community events to distribute promo materials	Promote Kokoro at community or church events through Public Speaking opportunities
Carol B. Jessica S. Jennifer L. Elvis H. Darlene M. Lorraine Y. Sheila M. Alissa B. Luke F. Michael L. Laura K. Graeme M. Karin B.	Ann F. Marisu H.	Tim P. Jessica S. Jennifer L. Elvis H. Lynn M. Wendy R. Ann F.	Carol B. Tim P. Elvis H. Alison S. Lynn M. Ann F.

Regarding suggestions for the permanent Kokoro Spring Concert Series →

Spring Tides
Here, There, and Everywhere
Music for Spring
Kokoro Spring Sing
Spring Mosaic
Joy & Harmony
Ode to Spring
Songs for Spring
Songs in the Springtime
Spring Song
Spring Sing
Spring Serenade
Spring Celebration!
Kokoro Sings from the Heart - Spring! (Winter or Pops or ...)
Kokoro Kantique
Songs from the Heart
Songs of the Sun
Voices in Bloom
Harmonies in the Breeze
A Spring Serenade