

TAN Discussion Group – Costs, Fees and Payment

April 6th, 2021

There were 33 people in attendance in this Zoom meeting.

Questions	Comments
<p>1. Pre-COVID, did your organization use tickets or membership?</p>	<ul style="list-style-type: none"> • The Academy has a membership fee (\$80) that allows access to 4 workshops; access to some additional talks for \$10, but also open to public. Received a grant this year for spring talk webinars. Will return to venue post pandemic, and must cover costs. Going forward, the Academy will hold 6 workshops on Zoom on Tuesdays, and rest will be in the classroom – same fee structure. • Beaver Valley has a membership fee of \$5, charges \$40 per series and does 3 series of 6 sessions each per year (Annual total, \$125). Payment by cheque or at the door (\$10) if available, but generally sold out. Did online free this year as a trial. Uses membership fee to cover incidentals and capital purchases • Bluewater charges \$45 per series, and does 3 series per year. Free this year online. Usually has 300- 325 people, more online. • GTLLI recycled old presentations online, but did not charge for this year, one time only. They charge the same for all formats (live, online, recording). David raised the question of how long the transition period might be before we can get back to filling the physical venues. • Guelph charges for everything, and is concerned about the cost of hybrid models in the future • York (Stouffville) has a token membership of \$10 and did not charge for the series this year. Polled members to ask if they would pay, 90% said yes, \$30-50 • Etobicoke has a membership, and grandfathered members onto Zoom. Uncertain about going back to venue and hybrid cost model with different price points • LLIR (Glendon) has 1200 members, \$45 fee plus \$35 to access 4 courses over the year. Uses Vimeo • LLL (Innis) has no membership fee, charges \$70 per series, \$50 for discussion groups or book clubs. Moved to Zoom and opened up to waiting list, did 3 series. Use excess fees to keep a cushion, and donate back to Innis College • Niagara was not active in 2020, survey said audience did not want to go online. Looking at starting, will do a free trial in August, and a paid series for fall. • Barrie – no membership; charges per series depending on # of sessions
<p>2. Have you surveyed your audience?</p>	<ul style="list-style-type: none"> • Bluewater – 82% liked online, 18% wanted the socialization • York/Stouffville – post covid, 30% back in person, 20% zoom only, 50% mixed model.

<p>Action: If you have surveyed, please send a copy of your survey to Cathy to share with others.</p>	<ul style="list-style-type: none"> • Michael raised the question of terminology: Mixed model – either/or; some on zoom, some in person, whereas Hybrid model is a simultaneous in venue/livestream • Guelph surveyed consistently, and the majority (mostly rural) are interested in staying online, especially in the winter. Price stayed the same. • Comments about timing for surveys, as audience opinion is shifting during the pandemic • Barrie – last survey, 48% back to church, 12% online, 24% mixed • Innis - 60% of people liked the online webinar format... expressed concern about finding volunteers without face-to-face contact
<p>3. Technical Assistance</p> <p>Action: Cathy will send out a fact sheet re Canadian Webinar Solutions</p>	<ul style="list-style-type: none"> • If paying for technical assistance, the cost does not allow you to run for free (and some groups may still be paying rent) • The Academy, Burlington and Guelph have used the services of Canadian Webinar Solutions.. All happy with the technical assistance, and the rates were considered reasonable • People really seeing multiple benefits of Zoom, presenters and audiences • Lots of concern that hybrid models will be too expensive, and require even more IT support • Many problems experienced this year had to do with bandwidth, and there isn't anything anyone can do about that

- Question from David Green regarding whether this information should be used to update the database of members on the TAN website.
- Question about what loyalty to a group means in this online environment, and whether we have to revisit our vision/mission after the pandemic, depending on what models we go forward with (mostly connected to whether socialization is embedded in our purpose)