

## CTBA Minutes Sunday April 8, 2018

### Board members

#### Present

Michael Harberg  
Lenny Nichols  
Cheryl Waggoner  
Gibson Davis  
Hunter Hollingsworth  
Ed Seykota

#### Absent

Jason Pratt  
Christian McAdams  
Jon Lundbom

The April meeting was called to order by Michael at 3:03 pm.

### OLD BUSINESS

**March Meeting Minutes** - Lenny made a motion that we accept the minutes. Hunter seconded. All approved.

**Treasurer's Report:** We had one major expenditure this month - \$750 to Old Settlers. We had one membership sale. Lenny made a motion that we accept the report. Ed seconded the motion. All approved.

**Old Settlers** - We gave Old Settler's \$450 for a 1/2 page ad in their half-page-size festival booklet, so we get a 4 1/4" X 5 1/2" ad or about a quarter of an 8 1/2" by 11" page. We also gave them another \$300 for sixteen 1-day passes (about \$50-60 each at retail) for an approximate total retail value of \$800-1000. To account for these tickets, we could show them on our books as "income-in-kind" and then also show the distribution of these ticket to board members as "payments-in-kind."  
In case an individual receives a large number of ticket over the course of a year, totaling in excess of \$600, he/she might also earn a 1099 from CTBA.

Michael pointed out that the tickets can serve to enable access to festival attendees for purposes of selling CTBA memberships.

The day passes, however, work during the day when people watch concerts and not in the evening when CTBA-types mill around and attend jams.

We can measure the effectiveness of distributing the tickets to board members and friends by the number of memberships sold at the festival.

If they sell a lot of memberships, we can characterize the payment as a business expense; otherwise, we might characterize the payment as a perquisite to the board member.

Michael will report on who ends up getting the tickets and also how many CTBA memberships they bring in. If they don't sell many memberships, then for the next festival, we might simply auction off

the ticket (according to CTBA custom), or not buy them in the first place. If we sell a lot of memberships, we might consider expanding the program.

Lenny will take some merchandise and will be there jamming. He already has passes. We will send an email to see who would like the remaining passes to the event.

**Scholarship Report:** Cut-off date for applications is June 1. The scholarship sends a student to a camp.

**Memorial Fest Update** - Michael was able to get Gravy Brothers and Friends for \$200. There will be a "Presidential Task Force" including Kym Warren, Noah Jeffries, Beth Chrisman, and Sophia Johnson. We can start the music performances at 12:30 and can go until 6 or maybe later. They have a covered area in the event of bad weather. They also have Ghost Hill Restaurant with an indoor area where folks could possibly jam. We are not paying for the venue or the sound person. We are getting discounts on the bands and the poster. We can solidify who the artists are in the next couple of days and start placing posters around. We can put Amy's business card in the newsletter in exchange for doing the poster design for \$60. We will have to print it.

## **NEW BUSINESS**

**Newsletter - Advertising Policies** - Ed is trying to coordinate the ads, business cards, etc. included in the newsletter. Kelly Pratt is the membership director and is getting up to speed on the memberships. She sent a list of all the expired and all the current members. We are working on an automated way to do memberships. Business size card ads are for businesses only. Ed is concerned that we are publishing ads without payment. Kelly will check the memberships and the ads relating to those memberships. Ed should wait to do anything until he hears from Kelly or Lenny or Bob.

Ideas for the newsletter - CD reviews, concert reviews, run articles from other bluegrass groups across the country.

**Leander Jam and other CTBA jams** - we need someone who can keep up with jams. The point person will either host or make sure someone is hosting. We could have two different positions - a calendar person and someone to host the jams. There are open jams around with great players.....for the rest of March and April....Eddie Dickerson at the Butterfly Bar. We also have the Wildflower jam run by Jacque Austin. We can see what is needed to help support her jam. We need a point person for the Hill's jam. A gentleman came during our meeting and said that he had driven 75 miles to come to the Hill's jam and no one was there. We discussed possibly having people sign up online for the upcoming jams. Then, people would know that the jam is happening.

**Merchandise - Inventory Update** - we have many t-shirts in our inventory, some of which are time specific and therefore not very saleable. Hunter has connections in case we want to print more stickers. We have pick punch out cards. Jason has ordered more pick punch cards. Gibson has a connection for someone to do keychains, etc.

Michael is going to do a complete inventory and will update us. He mentioned again a beer receptacle. Jon had previously mentioned a place that would do short run glass growlers. St. Elmo and Radio are

our targets for this as they are already bluegrass friendly and attract the craft beer crowd. Ed wants an estimate of the merchandise that we have and suggested we could list it as an asset.

**Website Update** - Jon is continuing to work on the website. He wants people to be able to input themselves that they are teachers. The free and flexible membership apps don't do auto-renew. For those who have a long-standing history in the bluegrass arena, we might give them an article to advertise their business. Michael will forward Jon's email about the update as he was absent for today's meeting.

**Board Positions Update** - Gibson will be moving in July; therefore, we will have two open positions.

**Band Scramble and Garage Sale** - Eddie Collins has always traditionally run the band scramble.

#### **Annual Meeting -**

- Grant Writer - we should probably get in touch with this guy soon to help us coordinate this festival.....Hunter just took a promotion at work. and will not have much time.....
- Hunter and Gibson will both help a bit.
- National Headliner
- Venue
- Point Person

#### **Other discussions**

Supporting area jams - Curtis hosts Tantra in San Marcos and he has requested support for his bluegrass night. We will brainstorm about how to support. One possibility to show support would be to do an article or a feature on them. We want to expand the CTBA brand within the bluegrass arena and supporting this and other area bluegrass events is one way to do this.

CTBA Budget - Ed requested a budget for all events for the rest of the year. Michael agreed to prepare a rough budget for the year and a rough P&L projection for each event to serve as working templates and budget guides.

Ed made a motion that the meeting be adjourned. Hunter seconded. Motion passed by unanimous vote.