

CTBA Minutes Sunday March 11, 2018

Board members

Present

Michael Harberg
Lenny Nichols
Jason Pratt
Cheryl Waggoner
Jon Lundbom
Christian McAdams
Ed Seykota

Absent

Gibson Davis
Hunter Hollingsworth

The March meeting was called to order by Michael.

OLD BUSINESS

February Meeting Minutes

Michael made a motion that we accept the February meeting minutes and Christian seconded. The motion was unanimously approved.

Treasurer's Report: Total Assets: \$14,193.81. Total Expenses: \$544.00. Total Income: \$47.31
Jason made a motion to accept the report. Jon seconded. All approved.

Open Slots that critically need filling - Newsletter Editor and Merchandise Chair - Have not found anyone to fill these positions yet. Jason's wife has agreed to be Membership Chair.

Open Board Position - did not discuss

Memorial Festival Update - There are several big names in this area around Memorial Day. We might want to reach out to one of them for our Memorial Festival. Jason emailed Jamie about being the point person for this festival but has not yet heard back from him. We need a plan quickly. May 20 is the date we set. We need to get a band, a venue, and we will need to promote the event. Michael volunteered if Jamie can't do it and we will all assist. St. Elmo is a possible venue. Maybe a food truck park - a place that would be happy to have the traffic.

July Band Scramble and Garage Sale Update

NEW BUSINESS

Mission Statement Clarification - Report from Committee Meeting - Ed presented copies of some recommendations made by the sub-committee and we will all look it over. We need a statement that is easily remembered, succinct, and powerful. Ed has volunteered to take comments and suggestions about the mission statement by email or phone call.

Website - Jon had a conversation with Jeff. We need a way to modernize our membership process perhaps by incorporating a membership aspect to the website. It needs to be a central place for all the info and also have an auto-renew feature for the memberships. We need to look at the benefits of various levels of membership.....maybe a value that could come with membership - access to a base of info of other members for connectivity. The idea is that one can join the website, pay membership dues, and then have full access to the website. If we want to have the auto-renew feature, we will have to pay for it. It does have an automatic email function. We need to all go in and create an account and search the website. The website is currently being hosted by iPower. We could compensate someone with \$50 monthly. Jon could run the WordPress site if we go that route. Jon proposes that we overhaul the website so that we handle all memberships through the website. We could still accept checks. We would need to find a way to handle the calendar aspect of the website - keeping it updated and perhaps having an interactive calendar where people can post events as one of the benefits of membership. Jon is going to move forward with revamping.

Old Settlers Music Fest Sponsorship - Old Settlers wants us to continue our sponsorship. In the past, we have had a booth there. It is difficult to find people to cover the booth. Christian and Michael would be interested in manning the booth. The sponsorship costs \$450 and would get us a 1/2 page ad. We would get our presence out there and possibly sell merchandise. We might have stickers to give away. Possibly t-shirts and caps. The Mona Lisa t-shirt is very popular. We also want to get more memberships. If we don't have an easy way to capture memberships while we are at the festival, then we need to follow up with emails. We have cards with the pick-punch that we could hand out too. Buttons or pins might be an option. We can discount the merchandise in exchange for a membership. All board members will be added to the Square account.

We want to continue our advertising with Old Settlers. For \$450 - we will get an advertisement - and possibly 2-4 people to enter with clip boards. We can ask about hanging a banner. Michael will ask for as much as possible in return for our sponsorship and will get back with us.

Old Settlers needs a check by March 18 and that is the deadline for the ad. We will have a basic, general ad available. Jon has volunteered to help with an ad. 1/2 page.

Michael moved that we sponsor. Christian seconded. All approved.

Bluegrass Night Update - Buzz Mill SM transitions to Austin TueGrass model, Tantra Bluegrass Wednesday is back

CoA Community Initiatives Grant/Consultant/40th Anniversary Annual Meeting in November - Jon introduced the grant specialist for the CoA. If we want a national headliner, we will need a grant. Community Initiatives Grant - \$3000 - must be granted through a non-profit or sponsored by someone who receives the grant on our behalf and takes a cut. We are required to match half - 750 in-kind donations and 750 cash donations. There is a time factor - the event must happen within a certain amount of time after the grant is given.

There is a grant that the city offers right now - due on the 1st of every month. Jon is getting this grant to go to a banjo camp. The grant program is for Austin residents. Jon will get information and will let us know.

Bluegrass in the Schools - Christian has volunteered to help Cheryl with this. A bluegrass group will be coming to Blazier Elementary on March 26 to present to 3rd, 4th, and 5th graders.

On March 17, many bluegrass events - Latchkey - free event.

Leander Jam - Bob will no longer be able to host after April. We need to find a new host or cancel the jam. We need to ask Bob if there is someone who is currently in the jam who might be interested in hosting.

Using social media to promote the area jams - Ed has put together a website to address the issue of events and connecting people - MoosicMatch.com. Can match up bands, events, etc. Would inform about events, lessons, teachers, etc. It can run itself and Ed already has something online that we can check out.

The next CTBA meeting is scheduled for **April 8 at Hill's Cafe at 3** unless otherwise notified.

Adjournment:

Cheryl made a motion that the meeting be adjourned. Michael seconded the motion. Motion passed by unanimous vote.