



Central Texas Bluegrass Association Meeting Agenda 10/11/22, 6:30pm via Zoom

- **Attendance**

Jon Lundbom
Kyle Kline
Noah Jeffries
Cody Mabe
Evan Hall
Natalie Turner
Julian Root
Lenny Nichols
Hannah Spooner
Celebrindal Roberts

- Jon calls the meeting to order at 6:34 pm

- **September minutes**

- Jon moves to accept the September minutes as amended (removing Chip Bach from attendance). Lenny seconds, the motion passes unanimously.

- **September treasurer report**

- Jon has roughly \$200 in merch sales that still need to be deposited (will be reflected in next month's report). Lenny motions to accept, Jon seconds, the motion passes unanimously.
- Upcoming events (Suds Monkey, Bloomin Bluegrass, Stringband Festival) are in different counties, so please keep Lenny informed about where sales occur for tax purposes.

- **September membership report** (including removed Honorary Members)

- Ballots have gone out for the upcoming 2023 election.
- We have lost a few individual memberships, gained one family membership, lost and gained a business partner.

- **Newsletter post-mortem**

- We have a great open rate (industry standard is 30%) at 47.5%, and a click rate of 2.5%. Most of the clicks were on festivals and business sponsors.

- **Scholarship update:** vote on ArtistWorks scholarship for Amber Milburn

- Amber has been playing mandolin for about a year and is very excited about the ArtistWorks opportunity. The Scholarship Committee highly recommends her.
- Jon motions to approve her scholarship, Lenny seconds, the motion passes unanimously.

- **Annual Meeting:** start time, performance times, election cutoff, bands (Izaak youth band, Hillsiders), raffle (guitar, annual membership)
 - Should we start performances at 2 or 3p.m.? Leaning towards 2.
 - The email cutoff for ballots is noon on the day of the meeting. We can still accept ballots in person.
 - Will be raffling off an ovation guitar, Steep Canyon Rangers tickets, and a CTBA lifetime membership.
 - Natalie is going to put a document together to help organize what needs done.
 - We will bring a PA (who does sound?)
 - Lenny will bring raffle tickets
 - Cody will bring merch (will we have someone working the table?)
 - Bands (Jon will follow up with band leads)
 - youth band (Izaak?), The Hillsiders are unavailable
 - Julian has been invited to perform
 - Trevor and Noah are a possibility
 - Kym Warner is back in town and is a possibility
 - A scholarship band?
 - Parker Jenson?

- **2022 election**
 - Ballots are out. We have currently received votes from 23% of the membership. Another 5% have opened the ballots, but have not yet voted. People can vote online or in person at the annual meeting.
 - Last year, we had 46% of members voting. This year we have 42 additional eligible voters this year. We are allowed to send out the initial ballot and one reminder.
 - In summation, the election is going well. We have 5 candidates for 5 open positions.

- **Merch update:** still need business cards
 - Jon and Kyle will work on business cards.
 - Trucker hats are selling very well (neon pink are selling especially well)

- **Pearl:** probably no news yet, meeting is 10/24
 - Celebrindal will be attending the Pearl meeting on 10/24. She will get as much info as she can and bring it to the next meeting.
 - We may be in a position to donate some money as an organization.

- **Hannah from Strawberry Flats** is interested in helping w/social media, social media goals (promoting CTBA, supporting members, promoting bluegrass events daily across platforms, etc)
 - Hannah works professionally with social media and is interested in helping CTBA.
 - We want to promote ourselves as an organization and support our members/member bands. As such, we could use some help amplifying our events and organization.
 - Hannah has ideas about templating/scheduling our social media presence and hopefully in turn, increasing our membership.
 - She is available to start helping out ASAP.
 - Jon will get in touch offline and set up a meeting with Hannah and any interested board members.

- **Steep Canyon Rangers event/table/tickets**
 - Natalie is in touch with the organizer of this event. We have two tickets to raffle off in exchange for promotion. We have a few more chances to advertise on our social channels, Julian can talk about it on his radio show (11/6).
 - This is an event they are spearheading to raise money for a charity.
 - We have a few tickets available for board members to attend and set up our merch table: Natalie, Cody, and one other member.

- **Updates to Slack (Pro)**
 - Slack updated their business model and they no longer allow access to older documents unless we have a paid membership. Based on this, we are going to move away from Slack.

- **Bloomin Bluegrass - SW BG club table**
 - Bob (organized the Kentucky relief fundraiser) will have a table at the event. He has invited CTBA to set up info on the table.

- Jon calls the meeting to a close at 7:29p.m.