

CTBA Meeting  
6:34 pm September 13, 2023

In attendance:

Lenny Nichols  
Jon Lundbom  
Natalie Turner  
Cody Mabe  
Simon Waxman  
Kyle Kline  
Julian Root  
Chelsea Burns (joined at 7:08)

Absent:

Celebrindal Roberts

Approving minutes from August 9

- Jon moved to approve
- Kyle seconded
- Motion passes with unanimous approval of those present

Approving minutes from August 23

- Jon moved to approve
- Natalie seconded
- Motion passes with unanimous approval of those present

Review of membership report

- Natalie interested in taking over/expanding on membership duties (previously handled by Evan Hall)
- Current membership slightly under 200

Oskar Blues has agreed to host the Band Scramble on March 3, 2024

- Barring possibility that Austin FC will supersede

Annual meeting update

- Member reservations: about 30 so far

- Tickets sold so far: 6
- Someone needs to go through those registered as members and ensure that their memberships are in good standing. Natalie volunteers.
- Poster distribution
  - Need to print posters
  - Expect to hire Motorblade to hang the posters. Charge will be about \$100 (\$0.70/location for 8.5x11" poster).
- Social media
  - Facebook and Instagram ads
  - Jon suggests an initial ad buy of \$100
- Sponsorships
  - Need to generate sponsorships
  - Outreach needed within the next week
  - List of possible sponsors
    - Fiddler's Green: Julian volunteers to do outreach
    - Ellis Mandolins: Jon volunteers to do outreach
    - HEB: Celebrindal is working on it
    - Collings instruments: Natalie and Kyle volunteer to do outreach
    - Calton instrument cases: Julian volunteers to do reachout
    - Leslie Collier: Lenny volunteers to do outreach
    - South Austin Music: Jon will contact Eddie Collins about outreach
    - Juiceland: Jon volunteers to do outreach
    - Oh Boy (printshop): Julian volunteers to do outreach
    - Old Settlers: Simon volunteers to do outreach (if they can make a small financial contribution, they are welcome to have a table)
    - Jon will send Cody a list of CTBA business members to reach out to
  - What's available to sponsors
    - Included in all advertising
      - Listed in the newsletter, on the website, on the poster, on social media
    - Booth/table at the event
  - Financials
    - Ask sponsors for \$500–\$1000: will make a big difference
    - But we will take less
  - Lenny suggests dunning individuals for private donations targeted at supporting the annual meeting concert

## Elections

- The newsletter will include a notice inviting people to run for seats
- Ballots have to go out by October 1
- Will use Election Buddy website

- Chelsea volunteers to manage election process

#### Newsletter/publicity

- Julian will write an article welcoming new board member (Simon)
- Lenny will explore/develop an article covering release of new album by local band Bobby Giles and Texas Gales
- A business feature on the radio program *Shades of Bluegrass* will be included
- *Community Impact*: Chelsea will contact about a CTBA feature

Natalie and Cody leave the meeting at 7:00pm.

Chelsea joins the meeting at 7:08pm.

Jon calls to a close at 7:16pm