

CTBA Meeting

6:34 pm, October 11, 2023

In attendance:

Lenny Nichols
Jon Lundbom
Natalie Turner
Simon Waxman
Kyle Kline
Julian Root
Celebrindal Roberts
Cody Mabe

Absent:

Chelsea Burns

Approving minutes from September 13

- Jon moved to approve
- Natalie seconded
- Motion passes with unanimous approval of those present except Lenny, who abstains

Lenny presents August and September treasurer's reports

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

Annual meeting update

- Jon spent \$169.45 for printing and posting of event flyers
 - Lenny moved that we refund Jon
 - Kyle seconded
 - Motion passes with unanimous approval of those present except Jon, who abstains
- Jon proposes purchasing promotional ads on Facebook and Instagram
 - Lenny moved that we allocate up to \$200, with Jon to make purchasing decisions
 - Celebrindal seconded
 - Motion passes with unanimous approval of those present
- Update on ticket sales:
 - Ticket purchases to date: Jon estimates 8~9
 - Member reservations to date: 51
 - 3 are from nonmembers and lapsed members, who have been contacted

- Update on event sponsorships
 - Fiddler's Green has committed \$150
 - Oh Boy! has committed \$200
 - Lenny Nichols has committed \$200
- Event promotion
 - Simon will consult Gary Mortensen about options for promotion at At Austin String Band Festival
 - Handbills potentially to be distributed at bluegrass events in town, e.g., Radio, St. Elmo, Lazarus
 - Natalie offers to help with printing handbills/additional flyers and to contact business owners to inquire about
 - Listings:
 - Do512 discussed
 - No one has committed to making this listing
 - Jon will reach out to *Austin Chronicle*
 - Julian will reach out to *Texas Monthly*
 - Jon will contact CJ Lewandowski and/or the Po Ramblin Boys' booking agent to inquire about a possible interview

Next meeting

- Jon proposed that the board meet in November, prior to the annual meeting, to discuss event logistics
- Board agrees to meet November 2 at 6:30pm

Membership update

- Natalie provided a membership update
 - Total membership: 190
 - 7 new in past month
- Corporate sponsors of annual meeting have been added to the rolls as business members

Election update

- Chelsea provided an update in absentia, distributed by Jon
- 50 votes so far

Newsletter update

- Jon congratulates Julian for a strong newsletter
- 43% open rate
- 3% click-through rate

Jon calls meeting to a close at 7:18pm