

CTBA Board meeting minutes

04/09/2025

Attendees:

Jon Lundbom - President
Simon Waxman - Vice President
Lenny Nichols - Treasurer
Roam Gunn - Secretary
Julian Root - Board Member
Chelsea Burns - Board Member
Kyle Kline - Board Member
Hannah Giardino - Board Member

Absentees:

John Downing - Board Member

Call to Order

Jon called the meeting to order at 6:39 PM.

Approval of Mar-2025 Minutes

- Jon moved to approve the Mar 2025 amended minutes.
- Roam seconded.
- All voted in favor.

Treasurer's Report (April 2025)

- Lenny shared the DonkeyGrass and Garage Sale proceeds.
- Lenny moved to approve the report.
- Chelsea seconded.
- Motion approved unanimously.

Membership Update

- 228 active members as of April 9, 2025.
- Discussion about benefits of business memberships.

Social Media Update

- Hannah discussed options for promoting Memorial Fest.
- Discussion about IBMA marketing contact & membership campaigns.
- Discussed the 3 IG posts and how working with local talent is generating good engagement.
- Guide to Bluegrass Event discussion: Instagram received 1.6k views, 95 engagements.
- Board discussed the idea of having a permanent URL to the guide. Jon agreed it would be doable.

- Board agreed that directing readers to the calendar and events should be prominent in our materials.

Scholarship Update

- Scholarship committee forwarded new application for Gus to attend camp bluegrass.
- Jon moved to approve a \$400 scholarship.
- Kyle seconded.
- Motion passed unanimously.

Red River Rising

- Discussion abt 10k grant for nonprofits
- Subcommittee of Simon/Jon to have a call to put together grant app.

Donkey Grass

- 2 new memberships, and a great time

Garage Sale

- 3 new memberships

Old Setts

- Table coverage needs
 - Fri. 11-12 till Sunset
 - Sat 11-12 similar
- 4 tix – Lenny, Jon, Simon, Julian (maybe)

Luckenbach BG Fest

- Make connections for next year.

Newsletter

- 823 opens (47%)
- 57 clicks (3.3%) #1 click is the guide (18%), 2nd is YouTube Videos, St Elmo, join link.

Memorial Fest

- Solo/duo, Across the Way, Strawberry Flatts
- Jon asked bands to send in stage plot

Meanwhile Brewing – discussed as an option for V5 at end of year

- Very busy
- Good for crowd
- Pro stage, they have house sound

Adjournment

- Meeting adjourned at 7:39 PM.
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Next Meeting: 05/7

Prepared by: Roam Gunn

Date: 4/9/25