



CTBA Board Meeting Minutes May 2026

Date: May 13, 2026

Time: 6:30 PM – 7:25 PM

I. Attendance

Present:

- Jon Lundbom, *President*
- Simon Waxman, *Vice President*
- Loren Gunn, *Secretary*
- Lenny Nichols, *Treasurer*
- Chelsea Burns, *Board Member*
- Kenneth Powers, *Board Member*
- Roam Gunn, *Board Member*
- Hannah Giardino, *Board Member*
- John Downing, *Board Member*

II. Approval of Previous Minutes

- **April Minutes:** Amended to reflect two corrections noted by Lenny:
 1. Under the Treasurer's Report, KOOP should be noted as a monthly donation rather than an annual renewal.
 2. Under Donations, the contribution was made to the Bluegrass Heritage Foundation for the 2026 Instrument Championships, not the Bluegrass Heritage Festival.
- *Motion:* Jon moved to accept the minutes as amended (Jon to finalize amendments); Chelsea seconded. Passed.

III. Reports & Updates

Treasurer's Report (April)

- **Discussion:** Chelsea requested clarification regarding Stripe fees for overall awareness. Jon agreed to look into the fee structure to determine exactly what Stripe charges the association.
- *Motion:* Lenny moved to adopt the report; Jon seconded. Passed.

Membership Update

- As of May 12, there are 195 active members (a decrease of 3 members from last month).

Q2 Newsletter Planning

The upcoming newsletter is scheduled for release at the end of June.

- **Content Inclusions:**
 - A feature on Riley Gilbreath.
 - A recap of Memorial Fest.
 - A piece about lifetime member Derek DeZarn
 - Updates on the Instructors page
 - "On Repeat" feature.
- **Items Considered:** A piece from the UK regarding the BBMA bluegrass education fund was reviewed. While a donation was considered, it was determined to fall outside of the CTBA's purview.

IV. 2026 Events

Memorial Fest (May 31 at Batch Craft Beer & Kolaches)

- **Performance & Budget:** Bobby Giles & Texas Gales will perform for \$650 (\$250 of which is being donated by Bluegrass Heritage).
- **Logistics & Volunteer Duties:** Jon will email Gabe from Batch regarding the promotional flyer.
 - Jon will provide the PA system and tent, and will manage the sound.
 - Simon is assigned to Treasurer duties for the event.
- **Program Note:** Bobby Giles has a song about Willa Beach Porter that will serve as a memorial tribute.

Annual Meeting

- **Location:** St. Elmo (Springdale).
- **Date:** Confirmed for November 8, 2026.
- **Entertainment:** Riley Gilbreath & Lone Star Blue will perform for \$1,000.
 - A "Lady All-Stars of CTBA" performance is being coordinated, with Hannah and Loren running point.

V. Business & Discussion Items

Merchandise

- **Proposal:** Order 24 CTBA logo corduroy hats in four colorways for a total cost of \$494. They will retail for \$30 each, yielding an estimated ROI of \$230 (45%).
- **Motion:** Jon motioned to approve the hat order; Roam seconded. **Passed unanimously.**

Fall Membership Drive Planning

The Board brainstormed a potential membership drive for September, emphasizing that membership dues directly fund CTBA events.

- **Committee:** A drive subcommittee was formed. John will chair the committee, with Hannah serving as co-chair.
- **Key Themes & Strategy:** Defining clear member incentives and identifying the CTBA's value to both members and the broader community.
 - Implementing mixed marketing strategies (print, digital, social media blitzes, emails, and a standing sign).
 - *Incentive Ideas:* A prize drawing for a free music lesson; lower pricing tiers for students; or a high-tier incentive where a CTBA band plays a private living room concert.
 - *Grassroots Push:* A challenge to existing members to "tell one human being" why they should join the CTBA.
 - Potential outreach to Kyle Kline for assistance, pending availability.
 - **Pricing:** The board agreed to keep standard membership prices unchanged.

VI. Other Business

- **Next Meeting Schedule:** Chelsea and Lenny will be traveling out of the country in June. The date for the next board meeting is June 10th, 2026.