



CTBA Board Meeting Minutes 06/10/26

Start: 6:37

End: 7:31

Present:

- Jon Lundbom, *President*
- Loren Gunn, *Secretary*
- John Downing, *Board Member*
- Roam Gunn, *Board Member*
- Hannah Giardino, *Board Member*
- Kenneth Powers, *Board Member*

Not Present:

- Simon Waxman, *Vice President*
- Lenny Nichols, *Treasurer*
- Chelsea Burns, *Board Member*

I. Approval of Previous Minutes & Reports

- **May Minutes:** Reviewed and approved.
 - *Motion:* Jon moved to approve; John seconded. Passed.
- **May Treasurer's Report:** Reviewed and approved.
 - *Motion:* Jon moved to approve; Roam seconded. Passed.

II. Reports & Updates

Membership Update

- As of June 8, there are 190 active members (a decrease of 5 members from last month).

Memorial Fest Recap

- Reviewed the financial report from the event.
- Many thanks to John and Simon for running the table
- Other members should help with table at the annual meeting

Social Media Recap

- Memorial Fest reel is at over 300,000 views
- Hannah will share a collaborative folder where we can add videos or pictures we capture for use on social media

Q2 Newsletter Planning

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

- A feature piece from the UK regarding their bluegrass education fund.
- A recap of Memorial Fest.
- Annual Meeting announcement.
- Riley Gilbreath feature.
- Information on Wernick Weekly Classes and new educational options expanding into the Austin market.
- A dedicated Board Member feature.
- Education section: a segment on utilizing digital learning tools (e.g., YouTube jam-along tracks, Strum Machine)
 - John will reach out to a contact at Strum Machine.
- *Spinning Wax Column*: Board will try to contact him to confirm if the segment will be possible this month.
- *Loren's Piece*: Request to share this draft with board members and general members for feedback.
- *Business Feature*: Potential spotlight on Cloud Tree.

III. 2026 Events & Merchandise

Annual Meeting

- **Location**: St. Elmo (Springdale).

- **Date:** Confirmed for **November 8, 2026**.
- Riley Gilbreath & Lone Star Blue are locked in to perform for \$1,000.

Merchandise

- **Hats:** The recently approved corduroy hats have been officially ordered.
- Discussion on ordering more shirts with classic logo shirts and/or logo pocket shirts.
- All board members are encouraged to submit shirt design concepts if they have ideas.

IV. September Membership Drive Planning

- **Marketing & Presence Ideas:**
 - Create an informational placard/poster highlighting CTBA member benefits and a direct QR code link to join.
 - Shift the recurring monthly advertisement on *Strictly Bluegrass* to focus exclusively on the membership drive.
 - Coordinate a physical CTBA tent presence during September at local venues possibly including Meanwhile Brewing Co., St. Elmo, Radio Coffee & Beer, and The Vortex.
- **Brainstormed Drive Concepts Ideas:**
 - *Digital Engagement:* Invite members to submit recorded fiddle tunes to compile for social media features or a contest.
 - *Band Showcases:* Target new acoustic bands and provide established member bands with opportunities to perform.
 - *Website Optimization:* Overhaul the "Join" page of the CTBA website to clearly outline exactly what members get at each contribution level.
 - *Incentives:* Organize a raffle and a dedicated happy hour featuring a special guest artist.
- **Next Steps:** finalize actionable drive ideas during next month's meeting.

V. Other Business

- **July/August Meetings:** Dates to be determined