



CTBA Board Meeting Minutes

Date: July 8, 2026

Time: 6:35 PM – 7:27 PM

Attendees:

Jon Lundbom, board President
Kenneth Powers, board member
Lenny Nichols, board treasurer
Loren Gunn, board Secretary
Roam Gunn, board member
Simon Waxman, board Vice President
Hannah Giardino, board member
John Downing, board member

Absent: Chelsea Burns, board member

Approvals

- June Minutes: Motion to accept by Jon Lundbom; motion passed.
- June Treasurer Report: Motion to accept by Jon Lundbom; motion passed.

Committee & Operational Updates

Membership Update

- Current Status: 188 active members as of 07/12 (down 2 from last month).
- Honorary Membership: Approved honorary membership for Burnt Orange Bluegrass.
- Fee Structure Adjustment (Effective September 1st):
 - Student: \$10 (reduced by \$5)
- Fee Structure Adjustment (Effective Jan 1):

- Individual: \$30
 - Family: \$50
 - Business: \$60
 - Band: \$40
- Strategy: Announce price increases at the Annual Meeting to incentivize early renewals/sign-ups.

Digital & Marketing

- Website: Recommended adding more call-to-action buttons and embedding the *Chronicle Best of Austin* badge.
- Newsletter: Strong click-through rates; no additional notes.
- Social Media: Discussed strategies to leverage recent subscriber growth for the upcoming membership drive.

Merchandising & Products

- Cash On Hand: \$285 in cash pending deposit.
- Hats: Currently ~50% sold out.
- Apparel Orders:
 - Authorization needed ahead of the membership drive and Annual Meeting.
 - *Previous Order Reference*: 52 units (price break at 50) for \$583 (single-sided, single-color print).
 - *Pricing Model*: Retailing at \$30 yields ~\$15 ROI per shirt.
 - *Design Action Item*: Develop mock-ups focusing on a text-based design incorporating a small logo.
- Custom Guitar Picks:
 - Reviewed options from In-Tune (1.2mm triangle celluloid: 100 count @ \$40) and Clayton Custom (1.9mm rounded triangle acetate: 100 count @ \$49; 1.2mm Ultem: 100 count @ \$69).
 - Motion: Jon Lundbom moved to allocate up to \$200 for custom guitar pick orders. Seconded by John Downing. Motion passed.

Membership Drive & Events

- Focus Area: Primary initiative for August Meeting
- Tabling & Promotion:
 - Acquire physical signage for tabling (reach out to Kyle).
 - Tabling locations discussed such as St. Elmo, Radio, and Eddie's Open Mic.
 - Jon Lundbom will staff the table at St. Elmo on July 30.

- Incentives & Engagement Ideas:
 - Offer a significant shirt discount upon initial sign-up.
 - Send/hand out custom stickers and branded picks with a welcome note to new members (requires collecting physical mailing addresses). John Downing will assist with mailings.
 - Push reminders for existing members to renew before year-end prior to the price increase.