



CTBA Board Meeting Minutes

Date: August 11, 2026

Time: 6:34 PM – 7:42 PM

Attendees:

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

Absent:

- John Downing, Board Member

Meeting Approvals & Financial Motions

- **July Meeting Minutes:** Jon moved to accept; Simon seconded; motion approved.
- **July Treasurer's Report:** Lenny moved to accept; Jon seconded; motion approved.
- **Fund Allocation:** Lenny moved to transfer funds currently in PNC Bank Certificate of Deposit into a PNC Money Market Account; Simon seconded; motion approved.

Membership & Governance

- **Membership Status:** 190 active members as of August 9 (an increase of 2 from the previous month).
- **Welcome Packages:** John agreed to manage physical mailings containing a welcome letter, guitar pick, and sticker for new members.
- **2027–2028 Board Elections:**
 - Board members up for re-election: Simon, Chelsea, John, Hannah, and Roam.
 - Those up for election must confirm their candidacy intentions as soon as possible.
 - An Election Candidate Committee will be formed, consisting of two board members and two non-board members, to lead candidate outreach.

Website & Technical Updates

- *The Austin Chronicle* logos have been updated and implemented.
- The membership portal received an overhaul along with necessary plugin upgrades.
- New member registrations now require a physical mailing address to streamline welcome letters and merchandise fulfillment.
- Admin alerts for new memberships now include physical address details.
- Resolved mobile display column formatting issues.
- Added randomization algorithms to the instructor, band, and business directory pages.

Merchandise Inventory & Orders

- **Current Inventory:**
 - **Hats:** High sales volume; remaining inventory stands at 1 blue corduroy hat and 4–5 black corduroy hats.
 - **Shirts:** Logo shirts are almost completely out of stock, except larger sizes. The vintage 1990s shirt sample was received, and Oh Boy! is working on duplication. Jon will send the catalog link by email.
 - **Accessories:** Guitar picks turned out well; sticker inventory remains healthy.
- **Next Production Order Ideas & Discussion:**

- Minimum run of 90s shirts featuring the CTBA logo on the back (printed on off-white, heavyweight cotton).
- Minimum run of standard logo shirts split across 2–3 colors (vintage wash under consideration).
- Another order of corduroy hats: 6 blue, 6 brown, and 6 yellow.
- Trucker hats: Minimum 3/3 split of each color.
- Discussion of authorizing up to \$1,000 for the minimum logo shirt run; Jon to email the catalog for a final vote via email/text. Evaluated acquiring new sticker variations.

September Membership Drive

- **Tabling & Schedule:**
 - Locations include Sunday Jam (staffed by Kenneth, Chelsea, Loren, and Jon's daughter), St. Elmo Brewing Co. (Springdale), NeWorldDeli, and Tantra (scheduled for a Wednesday after the academic term begins).
 - Banners and shirts will be organized into two containers in case those running tables are at multiple locations
 - Jon will send a Google Calendar to coordinate staffing.
- **Tabling Supplies & Promotions:**
 - Approved a \$40 tabletop magnetic whiteboard, tabletop acrylic stands, and custom CTBA header/logo design by Kyle.
 - QR codes will be prominently displayed for quick membership sign-up and online store access.
 - Promotional incentive: Free stickers and picks for prospective members who listen about membership; \$10 cash-only discount on shirts for on-site sign-ups (\$20 down from \$30).
- **Social Media Campaign:**
 - Multi-platform campaign across Facebook and Instagram highlighting new student rates and member spotlight stories ("Why I joined CTBA").
 - Focus on carousel posts, personal accounts, and member engagement prompts.

Upcoming Events & Programming

- **Burnt Orange Bluegrass Event (Friday, August 28):**
 - Location: Park near UT campus.
 - Planning optional instructional workshops covering instruments,

jamming, and vocals.

- Tabling and outreach led by Chelsea, Roam, and Loren.
- Student membership rates will be reduced ahead of this event prior to September.

- **Mountain Grass Unit Brainstorm on collaboration:**

- Coordinate a Zoom or live interview feature?
- Merchandise exchange and giveaway: Raffle package including two tickets and a CTBA shirt?

- **Women of Austin Bluegrass:**

- Discussed asking Eddie to be MC.
- Discussed the possibility of having a house band of 2-3 musicians to receive \$100 compensation each alongside a complimentary renewal of an individual CTBA membership.