



*Promoting Blues
Education & Music*

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Madison Blues Society
Monthly Board Meeting
February 12, 2018
Village Lanes, Monona

Attendance:

Board Members: Shari Davis, Christine Johnson, Peter Gill, and Julie Ethridge. MBS Members: Susie Launder, Charlie Lemm, Steve Lendborg, and guest Terri Hafenbreadl

Absent: Pamela Bean and Chris Kalmbach. (Both out of the country).

Minutes:

January 2018 Minutes were approved via email and sent out to members on 1/22/18.

Treasurer's Report:

Treasurer Peter Gill handed out the month's status report for January 1-31, 2018. The board was happy with the progress of the level of detail for the monthly reports. Christine commented that the memberships acquired through PayPal are deposited whenever we transfer the money from PayPal to our account. It is not automatic. PayPal does charge us a fee and requested that be noted as an expense. Due to the transition of treasurer duties three debits were actually shown to be duplicated in December and January. Peter will revise the charges and send them out for approval via email.

Shari suggested we move \$1000 to savings. It was discussed that we have no policy regarding uses of savings for certain purposes and that we would be starting very soon to pay expenses for the Annual Picnic, so it wasn't advantageous to do so at this point.

Sponsorships:

Julie and Peter are working on a letter and flyer for sponsorships for the Annual Picnic. They commented that they want to also solicit sponsorships for the Madison Blues Society in general, but until more advance planning on other events and the website gets updated, it's difficult to solicit donations. Right now, it's more important to focus on picnic sponsorships.

Julie gathered information from previous Picnic sponsor into an excel spreadsheet. Julie also found a local company that offers grants for music-related events and has been working on a draft to submit to that company. They hope that the materials will be mailed shortly. The plan is to then follow up with phone calls and emails.

Christine gave an update on the website saying that Pam and Christine had met with Katherine Ramirez, and Ramirez had proposed a complete package of blog, website, social media, and newsletters for

approximately \$1000 to start. Due to costs, we are only interested in an updated website design that would be simple for MBS to maintain with volunteers, and are handling social media and newsletters in-house for the foreseeable future. Christine noted that we have a contract with webhost PowWeb through March 2019, and believes the contract is nonrefundable. PowWeb supports several CMS including Weebly and WordPress, as well Constant Contact, a platform for newsletter mailing. Christine didn't think that that \$1000 amount was viable, especially with the picnic approaching. Christine will articulate our needs in a followup email to Katherine and see whether they can work within our limitations (one-time \$500 for a new website only, PowWeb commitment, etc.). Christine met an MBS member at a blues show who has some experience in CMS website creation, and she might be willing to help us so Christine will also follow up with her. Peter noted that a more professional-looking website would help with sponsorships.

Grants:

Christine submitted the Dane Arts Grant and noted that generally approximately 60 organizations usually apply, but this year approximately 85 completed grants were submitted. MBS member Charlie Lemm had done some research for other grants. Julie offered to work with Charlie to review the opportunities and see if they are viable and if so, to help write submissions. The Madison Arts Commissions grant is due March 15 and Peter offered to submit that one since he did it last time.

Member Outreach:

Christine noted that one of her videos on Facebook received 7800 views from people over the world, and some of those people have Liked our page.

Peter noted that Facebook changed their algorithms and Facebooks fans need to make changes to their account to continue seeing us in their news feeds. Members should:

1. Hover over "Following" near the Madison Blues Society cover photo
2. Select "See First"

Peter and Christine are working on a membership brochure and new letterhead.

Blues Kids:

Shari has been working with Dan Hawk of the Boys and Girls Club of Dane County. Dan is very excited about our idea of reinterpreting rap songs to blues and vice versa. Dan suggested that he might have a lead on a grant to pay the educators. MBS member Kate Hardy provided Shari with a list of area schools and contacts for potential educators.

Music Committee:

Susie is working with Chris on negotiations with the bands and still waiting on confirmation of one of them. She hopes the bands will be finalized in the next week.

Picnic:

Susie noted that one past Picnic vendor commented that food vendors usually pay higher fees than merchandise vendors. The board decided that our business plan may be unique but it work for us and decided that the vendor fees would be split evenly between non-MBS vendors. If space is available and we choose to add more non-food vendors, additional vendor permits may be purchased from the city for \$275. Susie will also pursue the same beer vendor as previous years.

Adjournment:

Peter made a motion to adjourn, seconded by Shari and after a unanimous vote, the meeting was adjourned at 8:22 p.m.

Respectfully submitted,
Julie Ethridge, MBS Secretary