

Madison Blues Society



Minutes of Board Meeting – 2019, January 14th

Board Members Present: Scott Frazee, Vicki Kalkopf, Jack Frazee, and Ken Wedel

Board Members Absent: none

Treasurer's report for the year of 2018 shows \$1140 in Savings and \$8566 in Checking. Credit card expires at the end of January and need to apply for a new card with updated Treasurer information.

Board Transition Action Items: Signature authority on the bank account needs to be transferred from the previous President and Treasurer to the new President and Treasurer along with the PO Box key and storage shed key. Discussed the need for continuing to pay for environmental control storage given what is stored there (t-shirts, paper, merchandise, and picnic stuff). No decision made. An inventory of the storage with need to be taken. PowWeb (website host and domain name registrar) contract is coming up for renewal in March. PowWeb has been difficult unreliable and the admin controls are not very user friendly for a novice. Board will investigate alternatives.

Blues Picnic: The sustainability of the Annual Summer Blues Picnic in its current format were discussed. Over the past five years the picnic has been a net drain of several thousands of dollars each year. Issues identified included lack of large corporate sponsors (high competition for sponsor money in Dane County), increasing fees for the park reservation, City of Madison grant money is tied to holding the event in Madison (meaning moving the event to a cheaper park would also mean losing grant money), high risk of a rain out with no rain date, and cost of booking national musical acts, and in-ability to sell tickets (difficult to access to event due to public path running through stage viewing area), parking conflicts with Mallards game, and very little in sponsor money (\$100 for 2018). Potential changes discussed included scaling back the picnic to its roots as a picnic, renting a tent to deal with rain, increasing beer/wine prices, more prominent donation buckets, and charging admission. Other issues identified included the large amount of time of board members required to organize the event (to the exclusion of organizing other activities to promote the blues in Madison). The board agreed to postpone making a decision regarding the picnic until the next Board Meeting so that they had time to evaluate options.

New Ideas: The following were discussed as activities or events that board members were interested in MBS supporting/organizing: Blues Trivia event(s), History of the Blues – collaborate with Madison Historical Society, Bus Trip to Chicago Blues Festival, Battle of the Blues Bands (and send winner to IBC)

MBS Facebook page: Christine has volunteered to continue to maintain and update the page. **Possibility of expanding social media presence to other platforms (e.g. Twitter and Instagram) was discussed.**

Membership Rolls: Dave Spears will continue to maintain membership rolls.

Election of Officers: The following officers were elected by consensus of all board members present. The secretary will send information to Dave Spears to be announced by email to members.

President – Jack Frazee

Vice President – Ken Wedel

Secretary – Scott Frazee

Treasurer – Vicki Kalkopf

Members-at-Large – none

Next Board meeting – to be held Monday, February 4th, 2019 at 6:00pm at Village Lanes (down stairs) in Monona. Members are invited to attend.

Minutes submitted by Scott Frazee, Secretary