



## Monthly Meeting Minutes – 2020, September 14

*Celebrating Blues Music in the Greater Madison, WI Area*

**Present:** Board: Shari Davis, Kate Hardy, Tim Davis, Vicki Kalkopf, Steve Lendborg  
Members: Dave Speers, Eric Heiligenstein

**Treasurer's Report:** Opening balance in checking was \$7,721.95. Savings was \$1,140.18. Total: \$8,862.13. Revenues were \$313.92 for memberships and \$51.00 in donations. Total: \$364.92. Expenses were \$55.00 for storage. Closing balance in checking was \$8,031.87 in checking. Savings was \$1,140.18. Closing Total: \$9,172.05.

Vicki received a letter from the people at the storage facility. They have re-organized the numbering system. Our storage unit is now 21 (instead of 20). Our supplies have not been moved. We occupy the same unit, but it has been changed from #20 to #21.

The letter also states that information is needed from us to update the account with a new name. Vicki will call or email them to confirm receipt of the notice. She says it appears that they have been doing some cleaning up and painting at the office and/or units. She will visit the office and provide the needed signature. Vicki also said that they requested an additional contact so *Tim will provide his information for this.*

### **OLD BUSINESS:**

**Blues Calendar:** Shari reports that she will try to get the month pages ready by the end of the month. Dave wondered how many copies to print and thought that 50 sounded too low. Shari agreed that printing 100 makes more sense and that more can be ordered if needed.

Kate wondered about the selling price. Shari said we were considering \$12 or \$10 for members. The board voted and adopted this price. Kate noted that we should be trying to sell at whatever music oriented venues are open as well as outdoor events while the weather is still good. Also, some advertising should be considered. At a minimum, we should inform members via email, add special note in the minutes and highlight it on the website.

Dave wondered about pre-orders and Shari said that she already had 10 requested. Kate wondered about mailing costs. *She will work with Shari to determine costs of envelopes and mailing methods.*

**Mallards Baseball event cancellation:** Shari has re-initiated contact with the Mallards. They thought that we were contacting them about the Blues Picnic rather than the paid ball game event that had to be canceled. Their responsible person is out of town but we should hear soon via email.

**Board Recruiting Drive:** Initially we are focusing on skills important to the future of MBS. Dave noted that there has been a strong emphasis on events skills but, with our current situation, such skills would be hard to utilize. Kate again noted that a smaller outdoor event at the East Side Club (ESC) would be both feasible and profitable. Local bands and one headliner would work very well for us and our members. Dates for such an event depend on the pandemic, but some time in 2021 looks hopeful.

Eric suggested that we could “piggyback” on another East Side Club event such as the upcoming Memphis Blues & BBQ. Tim noted an ESC event would take very little MBS resources in money and manpower and members would appreciate it after the loss of the Blues Picnic. With the many member requests for another Warner Park Blues Picnic, Vicki suggested we tell members why it is no longer affordable, including greatly increased Warner Park fees. Kate's suggested that we also pursue sponsorship and fundraising skills.

The current board members were polled on their plans for next year: Tim & Kate: unsure at this time, Steve: interested, Vicki: willing to be Member-At-Large, Dave: would consider becoming Member-At-Large. Dave noted that Members-At-Large are good choices to serve as committee heads. *Dave has descriptions for the committee jobs which he will forward to the board. Tim also has some files on this.* This information will become part of the upcoming flyer searching for new board members. This flyer should be succinct and friendly.

Kate pointed out that we shouldn't overlook members, many of whom are interested but aren't clear on what the jobs entail. Also, the general public can be approached through Facebook posts which can use an inexpensive “boost” feature increasing exposure.

Shari reviewed the dates for the overall board recruitment plan. Over the coming weeks, we will finalize board position and MBS job descriptions for development of a flyer, work up lists of potential candidates and work towards distribution and advertising. The 2<sup>nd</sup> Board Recruitment Meeting (BRM) will be part of next regular board meeting on October 12 and will address potential candidates. *Each current board member should provide a short bio and photo to be used on the website to connect to prospective volunteers.* The 3<sup>rd</sup> BRM will be two weeks later on October 26, addressing a draft recruitment kit. The 4<sup>th</sup> BRM will be part of the regular November board meeting on November 9 and will develop a list of candidates. Specific board members will contact them and discuss details and issues. The 5<sup>th</sup> BRM will be on November 16 and will report on the results of the prospective board member contacts.

The date for the Annual Membership Meeting was chosen to be December 12 where 2021 board members will be nominated and a vote held to select the 2021 MBS board. The 2020 board will choose the officers and members-at-large at the first board meeting in January 2021.

**NEW BUSINESS:**

**T-shirt Inventory:** Shari said that she has an up-to-date count on T-shirts and will send it to the board soon.

**Online MBS Videos:** Kate noted that we have many hours of videos of our events and that a good way to connect with members would be to release some of them online. Tim wondered if MBS might start a YouTube channel but is concerned about copyright issues and ASCAP fees. *Eric has released videos on YouTube and will send some info on legal issues.*

The **Next Board Meeting** will be a Zoom Virtual Meeting on **October 12** in three segments **from 6:00PM to 6:40PM, 6:45PM to 7:25PM & 7:30PM to 8:00 PM.** Email links for each of the three meetings will be sent out on or close to the meeting date.

Minutes submitted by Tim Davis, MBS Secretary

*Catch up on past minutes on our website! <https://www.madisonbluessociety.org/minutes>*