



Monthly Meeting Minutes – 08Mar2021 Final

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

Present: Board: Shari Davis, Tim Davis, Kate Hardy, Vicki Seymour, Jim Nelson, Dave Speers, Eric Heiligenstein, Steve Lendborg, Steve Porter
Members: Julie Ethridge, Linda Miess

Treasurer's Report:

Tim reported on the current finances. For February 2021:

Starting balances: Checking: \$9,075.51 Savings: \$1,140.24 Total: \$10,215.75

January Income = \$98.09: \$68.09 from calendar sales, \$27 from memberships,
\$3 donation

January expenses = \$55.00: \$55 for storage

Ending balances: Checking: \$9,118.60 Savings: \$1,140.24 Total: \$10,258.84

Old Business:

2021 Blues Calendar Sales Report

Tim Davis gave a summary of the 2021 calendar sales to date: 181/200 calendars sold, with profits to date = \$677.85 In general, the MBS had good calendar sales coverage in Wisconsin and Northern Illinois. Kate thought we should stop the calendar sales.

However, Julie thought our sales should continue -- it always sounds good to be able to say "We had a sellout!" There was some discussion of a potential price cut, since we are already well into 2021. Shari proposed a sliding scale for pricing the remaining calendars; for example, 25% off starting in April, 50% off at the end of June, etc. Steve Porter motioned the idea of giving calendars to different venues that have supported the MBS – on the condition the calendars be displayed. The motion was seconded by Dave and Kate, voted, and passed unanimously. The Board proceeded to come up with a list of numerous such venues. Steve's motion passed unanimously. *Steve Porter will pick up additional calendars from Mad City Music.*

New Business:

Formal voting on previous consensus

The board confirmed three votes done by email during the last month including 1) Free memberships for bands, extended to the end of March, 2) Donating the \$300 from the Ken Olufs Fundraiser for blues venues, employees and musicians to the MAMA Cares program and 3) A gift for our generous web host.

Budget Planning

Tim led this discussion. The long 2019/2020 budget reports prepared by Tim list all bank transactions. A budget summary is also included for each year. After reviewing the 2017 changes to State of Wisconsin Sales and Use Tax Law, Tim determined that

the MBS is exempt from all sales taxes (buying or selling). There is a certificate that indicates our exempt status for buying. Unfortunately, there has been some confusion over this exempt status in the past. *Kate will see if Staples has their own exemption form. Tim will resend the budget plans. We all should look at the 2019/2020 numbers.* For 2021, we should plan for Q1 and Q2, and think about Q3 and Q4. The proposed budget for 2021 Q1 & Q2 will be finalized at a budget meeting to be held at 6PM on 25Mar2021. The proposed budget for 2021 Q3 & Q4 will depend on future event possibilities in light of Covid-19.

Sponsorship Ideas

There was some discussion about getting sponsorship assistance. flipcause.com and copamadison.org were both mentioned. The cost of using such services is a concern. Julie then led the main discussion on potential sponsorship ideas. (Julie had sent related email to the Board earlier in the day on 08Mar2021). Julie is working on fundraising via two avenues: The Web and a 2022 calendar. For the Web, ads could be offered on a month-by-month basis. The sponsor would provide their own graphic. For the 2022 calendar, horizontal banners could be included for Blues musicians, and a display ad on the inside cover. Shari noted that we should not allow the ads to fill the calendar pages to the extent that they interfere with the design and overall look of the calendar, and raised the idea of having a physically larger calendar to accommodate more advertising. *Shari and Julie will work on calendar design now, and work on sponsors as well.* The names of various bands were then mentioned. *Shari wants all of us to email her the names of musician suggestions to be featured in the 2022 calendar.*

Newsletter

Eric and Kate have written articles. Julie is working on smaller issues. Shari will write a President's Column. Tim suggested looking at the Blues Blast monthly newsletter for ideas. Julie feels that it will take 1.5 weeks before the newsletter design is laid out. The newsletter will be sent to MBS members via email.

Other Business:

Future Projects

A \$300 donation to the Madison Library was unanimously approved by the Board. Shari raised the idea of scheduling a budget meeting. This was in fact set up for 6PM on 25Mar2021, and is to last 2 hours. Kate noted that the MBS could conduct events such as an information booth and cash raffle at outdoor Blues venues, and mentioned Tyranena as an example. This could be a way to pick up new MBS members, and would provide a way for the MBS to connect with both the band and the venue.

The **Next Board Meeting** will be a Zoom Virtual Meeting on Monday 12 April 2021 **from 6:00PM to 8:00 PM**. An email link for the meeting will be sent out on or close to the meeting date.

Minutes submitted by Jim Nelson, MBS Secretary

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