



Monthly Meeting Minutes – 12Apr2021 APPROVED

*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 March 2021:
Starting balances: Checking: \$9,118.60 Savings: \$1,140.24 Total: \$10,258.84
March income = \$690.59: \$218.00 from merchandise (calendar) sales, \$222.56 from membership dues, \$250 from donations, \$.03 savings interest
March expenses = \$612.84: \$55 for storage, \$300 donations from MBS (Mama Cares Program), \$257.84 for fee payments (ASCAP)
Ending balances: Checking: \$9,196.32 Savings: \$1,140.27 Total: \$10,336.59

Old Business:

Decide what to do with remaining 2021 Blues Calendars

17 calendars remain. Tim noted: Provide free calendars to numerous venues. There was a broad discussion of a list of venues. Dave noted that he would be willing to drop off some calendars. *Tim and Kate will keep a final list of donation calendars. Julie will donate her calendar at the end of the year for the archive.* Tim motioned for his list of venues to be decided on. Dave second. The motion passed.

New Business:

Vote on Tim's updated budget

Latest Q1/Q2 budget valid 24Mar2021. Tim discussed the current budget. P.O. box costs have increased. Tim checked at several P.O. box sites. Tim thought we should stick with current P.O. box. Shari asked how many P.O. box locations there are in Madison. Tim thought 8-9. Question is a bit vague. Renew at \$67 for 6 months, or \$134 for a year at Struck Street location. Vicki moved to adopt this P.O. box location. Motion passed. Tim continued discussing budget numbers. There should be a tentative surplus of about \$600, and the MBS can still donate to library and MAMA Cares. Dave motioned to accept Tim's budget. Steve second. Passed unanimously.

Vote on moving \$1,000 from checking to savings

Tim motioned to accept this idea. Dave/Vicki second. Motion passed unanimously.

2022 Blues Calendar Update

Shari and Dave led this discussion. *Shari will send timeline, etc emails to Board.* We are currently in week 3 of the timeline, and slightly ahead of schedule. Various advertising

schemes for the calendar were noted: horizontal banner ad, calendar square ads, 2 calendar pages in the middle for advertising. 2022 Calendar to print 17Sep2021.

Ideas and Strategies for MBS Diversity and Outreach

Julie led this discussion. She showed a list of various diversity items that MBS could focus on (e.g., conducting elections in a way that promotes diversity and inclusion). Strengthen MBS relationship with various community groups. Seek diversity when producing and holding events. Kate noted working with community centers/children. Tim proposed giving exposure to Blues history at different locations. Kate talked about applying for a half and half grant (MBS pays half, grantor pays half) if the MBS sponsors a group with no fee (Juneteenth, for example), or (Tim) partner with another group sponsoring a band. MBS would have a presence at the event. In other discussion, PushBlack was mentioned as a group to educate others on Black history, and Steve noted NANI – another minorities support organization. *Julie will send out the diversity ideas letter to the Board.*

Discuss New Sponsorship Letter

There was a discussion of the sponsorship letter to be sent out. Old sponsorship letters mention the annual Blues Picnic. But MBS will not be having the picnic this year. Kate noted showing prospective sponsors old calendars so they could see the ad sizes. Tim noted that the letter should pitch MBS as a worthy recipient of support, to be awarded an ad in our calendar. We should also note Julie's website ad space in the sponsorship letter. Sponsorship levels were mentioned by Tim, that Julie had already set up for the website. Steve mentioned having T-shirts with sponsor names on the back.

Tim noted that the letter will have the picnic removed, and should discuss our mission – here is what we do. Here is our advertising (calendar, blues web site). Include examples of old calendar ads. Julie noted that we should talk to potential sponsors – emphasize MBS approachability. Tim – in the past, mail was sent out, then followup phone calls started sometime later.

Eric asked about an old email list of sponsors. Shari has that list. Tim noted that email is a good way to get things off and running. Tim noted several past events that we can use to pitch our mission. *Steve and Shari will work on a draft letter.*

MBS Newsletter Update

Julie led this discussion, and noted that she is working on the newsletter. *Shari will write a "President's Column."* Eric also wrote a column for the newsletter.

Other Business:

Julie will start emailing live blues alerts to members. Vicki inquired about the MBS doing a Mallards event (in the past, MBS has had a table near the ballpark entrance). MBS could run a 50/50 raffle at the game. The Mallards sometimes buy a block of tickets, and then

donate them to a group. The MBS might be on the Jumbotron (that will show an MBS presentation). This has been done 2-3 times in the past. It is not known at this time whether MBS made or lost money on this event in the past. Julie noted that we should discuss Bowling and Blues at June's MBS Board meeting. Kate wondered about getting involved again with the King Street Blues Fest.

Multiple show times are already tentatively scheduled at Tyranena. The MBS could set up a booth there. Orton Park (August) music acts was also mentioned – MBS could set up a booth there as well. Memberships can be added via these types of events. Table/tent/banner/chairs should be sufficient. The East Side club (Mannish Boys (3x this Summer) and Jimmie's (5/31)) shows were noted. *Kate and Tim will talk with a couple of venues (owners/managers) about these topics.* Vicki noted having a 50/50 raffle as well. Kate noted that the MBS booth could be in the back – a safe spot at a venue in this COVID time.

The **Next Board Meeting** will be a Zoom Virtual Meeting on Monday 10 May 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>