



Monthly Meeting Minutes – 2021, July 12

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

Present: Board: Shari Davis, Jim Nelson, Dave Speers, Vicki Seymour, Tim Davis, Kate Hardy, Steve Lendborg, Steve Porter

Members: Julie Ethridge,

Not Present: Eric Heiligenstein

Treasurer's Report: For July 2021:

Starting balances: checking \$5,508.48, Savings \$4,140.33, Total \$9,648.81.

Income was \$409.81 from dues, a donation and merchandise sales.

Expenses were \$412.70 for the warehouse, tax filings and 2020 ASCAP fees.

Ending balances: checking \$5,505.59, Savings \$4,140.33, Total \$9,645.92

Outstanding expense: East Side Club \$1,500.00

Shari suggested that we need a separate savings account that can't be touched. Much discussion decided that our Savings account already fulfills this function.

Shari's Facebook Birthday fundraiser through Network for Good brought in at least \$305.00 so far. Steve P's similar fundraiser had pledges of \$420.00, with \$290.00 paid already. Big thanks to Shari and Steve.

OLD BUSINESS:

2022 Blues Calendar Shari reports photographs and bios are still coming in. Tim, Steve L, Dave and Vicki volunteered to proof calendar bios.

Dave was able to get photos of Beth Miller. A printer proof can be sent to Shari to check for good quality especially photo quality. Shari reports the calendar pages are done including inserting Blues artist dates of importance. These are preferred over too numerous holidays.

Diversity Outreach and Juneteenth: The MBS info booth was manned by Shari, Steve L. and Steve P. Tate attended, too, though there was no opportunity for him to perform. Only 2 stages were there, right next to each other (usually more). A new volunteer Lisa Kosmond took photos of the event.

Four memberships came in at the event. There was discussion of sending a thank you to the Juneteenth organization Kujichigulia, thanking them for letting us participate. Shari suggests that MBS contribute up to \$300.00 to their organization.

MBS Newsletter Update: We plan to publish the next newsletter in April 2022. Plan for the future is to have a newsletter on the 1st of Sept, Dec, March and June. We plan ongoing stories, interviews, and more. For ongoing design updates, Julie's program may be too limiting so she is pursuing online options which would help with Search Engine Optimization (SEO) and "organic" searches to improve our exposure.

Sponsors: Shari and Steve Porter volunteered to work on Sponsors. The focus is changing from the Blues Picnic to the MBS mission. We are seeking donations as well as offering advertising on the 2022 Blues Calendar and MBS website. Work will begin on ads after we get some sponsors who wish to advertise with us.

NEW BUSINESS:

3rd and 4th Quarter Budget: Tim presented a projected budget for the 3rd and 4th quarters of 2021. It was broken down into basic categories and extended categories which include events and projects. The forecast indicates a \$500+ surplus after basic income and expenses. Considering extended categories for just the 2022 Blues Calendar, this brought the surplus down to ~\$62 because the biggest calendar expenses such as printing happen at the beginning of the project and sales go well into the following year. The 2021 Blues Calendar ended up with a \$831+ profit when sales ended in 2021.

Some budget updates are still to be added including the proposed donations to the Juneteenth group and a contribution to Eric Heiligenstein for his Blues Challenge trip to Memphis. In light of the East Side Club proposal below, a significant revision to the 2021 Q3/Q4 projected budget will be needed. Also, significant donations are coming from the Network For Change FB Birthday fundraisers held by Shari, Kate and Tim as well as the remaining balance for Steve Porter's fundraiser.

In Person Board Meetings: This idea was briefly discussed and there was some hesitancy remaining among board members. The new Delta Variant of Covid-19 is now becoming a significant concern for indoor groups in the US. It was agreed that we would table this suggestion for the time being and see how the health concerns developed.

East Side Club Proposal: Kate presented the details of a fall Sunday 2021 outdoor event at the Eastside Club. Predicting an attendance of perhaps 800 with very good bands (The Jimmy's got almost 1000), an admission ~\$10, income could be \$8000 plus another possible \$750 for raffles, merchandise sales and memberships for a total of \$8750. The costs would be \$1500 for space rental, ~\$700 for sound and \$1700 for two bands, and about \$1000 for a City of Monona sound permit and event insurance totalling around \$4900. This would leave a profit of \$3850.

The board voted in favor of going ahead with this event. Steve volunteered to coordinate,

looking toward a late September or early October date. We must get started on promotion right away. The Music Committee composed of Shari and Dave will investigate artists.

The **Next Board Meeting** will be a Zoom Virtual Meeting on **August 10, 2021 from 6:00PM 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 Kate Hardy and Tim Davis.

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