



Monthly Meeting Minutes – 11Oct2021 FINAL

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

Present: Board: Shari Davis, Jim Nelson, Eric Heiligenstein, Vicki Kalkopf,
Tim Davis, Kate Hardy, Dave Speers
Members: None

Treasurer's Report:

Tim reported on the current finances. For September 2021:

Starting balances: Checking: \$4,056.37 Savings: \$4,140.33 Total: \$8,196.70

Income = \$ 927.34

\$ 269.24 Dues

\$ 658.00 Donations

\$ 0.10 Interest (Savings)

Expenses = \$ 0.00

Ending balances: Checking: \$4,983.61 Savings: \$4,140.43 Total: \$9,124.04

Old Business:

ESC Update/Discussion

Shari led this discussion. The ESC did have a show on 26Sep2021 in the MBS absence. Dave talked of applying our original ESC funds to another date in 2022. Shari thought a show sponsored by MBS for Sept 2022 would nicely complement something earlier in the year at the Red Rooster. Tim thought we should contact Steve to see what the ESC status is.

Blues Calendar Update

Shari and Dave led this discussion. Eight people signed up at Kujichagulia in June to receive 2022 calendars. All biographies are in and are mostly written, and all photos are in. Kate noted that MBS needs to decide who will distribute the 2022 calendars. Tim/Kate and Dave volunteered to do this. *Tim will ask Vicki if she would be willing to distribute calendars.*

Sponsorship/Advertising mailings, list distribution and follow-ups

Tim led this discussion. Friday 15Oct2021 is the deadline for calendar sponsorships. Shari read the 06Oct2021 update from Tim – 10 definite no's, 1 sidebar ad for website (Ward-Brodt Music), 4 banner ads (Smart Motors), and Eric is planning on buying 2 banner ads himself. The sponsorship drive list started with about 70 potential clients. Corrections were made to the list, which contained 88 potential clients at one point. A couple of the potential clients had no contact information. As a result, the final list requiring contact by MBS personnel numbered 86. Several Board members have been working diligently making these

contacts. Shari was wondering if anybody has called the Red Rooster – They wanted to be called! *Shari will ask Steve Porter about his contacting the Red Rooster.* Shari asked about possibly extending the calendar deadline beyond 15Oct2021 if MBS is in negotiations with potential advertising clients. There is no deadline with the website. Tim noted that it is important to remember the clients who indicated potential business.

MBS Newsletter Revisited

Shari led this discussion. There is not too much to report currently. Shari has tried to start a President's Letter, but writer's block and time issues arose. Julie has written some questions that can be posed to musicians. It would be nice to have quarterly (for example, Jan/Apr/Jul/Oct) newsletters. *Shari will give Julie a call to see where things stand.* Kate asked if having a President's Letter was necessary before the newsletter can be sent out. Kate also thought that the current issue of the MBS Newsletter (Oct 2021) could be released by November, when the competing projects of the 2022 Blues Calendar and the 2021 Fundraising Drive could be completed.

New Business:

Possible meeting with owners of the Red Rooster to discuss our support

Shari led this discussion. Vicki talked about putting on a special Red Rooster show (for example, Wild Women of the Blues). Vicki thought we should talk with the Red Rooster owners to get on the same page. Vicki also wondered about having a "signature drink," and MBS would get a portion of the proceeds. Tim noted that the Red Rooster will have a Blues jam every other Thursday. Eric thought that the MBS and Red Rooster should meet and brainstorm together. Tim talked about helping to promote the celebration for the grand opening of the Red Rooster. Dave thought brainstorming with the Red Rooster owners could "plant the seeds" for future collaboration. Shari talked of potentially sponsoring a May Wild Women of the Blues.

Other Business:

Next Annual Membership Meeting

Shari thought that this meeting should take place on 06Dec2021. It will be a Zoom meeting. For Board voting, nominations can be taken from the floor. Kate asked about encouraging other MBS members to join the MBS Board. Updates to the MBS bylaws can also be done at this meeting. Dave encouraged the MBS Board to reread the bylaws.

The **Next Board Meeting** will be a Zoom Virtual Meeting on Monday 08 November 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>