



Monthly Meeting Minutes – 13Sep2021 FINAL

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

Present: Board: Shari Davis, Jim Nelson, Eric Heiligenstein,
Tim Davis, Kate Hardy, Steve Porter

Treasurer's Report:

Tim reported on the current finances. For August 2021:

Starting balances: Checking: \$5,505.59 Savings: \$4,140.33 Total: \$9,645.92

Income = \$ 115.78

\$ 115.78 Dues

Expenses = \$1565.00

\$ 10.00 Dues

\$1500.00 Event Costs

\$ 55.00 Storage

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

New Business:

ESC Update/Discussion

Shari led this discussion. ESC policy does not specify what happens on Sunday. It is up to ESC Board as to whether some of our money can be applied to a later event. Unless the Wisconsin governor cancels public events before 27Sep2021, we must assume that we won't know about our money deposit until we reschedule the event. *Steve will talk with ESC personnel.*

In other news, Tim noted that several birthday fundraisers are coming in now. And we also had a generous donation from an MBS member.

Blues Calendar Update

Shari led this discussion. Six biography pages have been completed. Kate is proofing. Two biographies have incomplete information. The calendar pages are pretty much ready for ad insertions. The photographs are nearly complete. Tim noted that the date of last submission for sponsorship is 15Oct2021.

Sponsorship/Advertising mailing, list distribution and follow-ups

Kate led this discussion. Tim noted that the sponsorship materials (cover letter and advertising options on calendar and website) are being finalized. Shari contributed the initial version of the materials, and Tim and Kate have been refining. The materials will be: 1.)

cover letter, 2.) how MBS celebrates the Blues, 3.) advertising options. *Tim and Shari will talk about the sponsorship letter.* Tim noted that sending materials by email is more efficient. Most of the materials will be sent by email. There will be some paper mail, as well. Tim thinks that some materials can be sent before the end of this week. Tim noted that the sponsorship list is now 85-90 entries. MBS will also follow up on the mailings. Then MBS must make sure to insert the advertising either in the MBS calendar and(or) the webpage. Shari noted that calendar advertising will be active for the entire year, versus a shorter length of time on the webpage. Shari and Kate also talked about a “call script,” that MBS Board members could use as a template for how to conduct the follow up phone calls to prospective sponsors. *Several MBS Board members (Tim, Kate, Shari, Jim, Steve & Eric) will work on the telephone call backs.*

MBS Newsletter Revisited

Julie/Shari led this discussion. Julie mentioned interviewing a musician as part of the MBS Newsletter. Perhaps every three months MBS should do a newsletter. But first the sponsorship materials and 2022 calendar take precedence.

Old Business:

Belleville Blues Event

Kate led this discussion. This event is on Saturday, 02Oct2021. Perhaps MBS can get an information booth there. We could display the 2021 calendar as a tease for the 2022 calendar. In addition, we could display a photo of the 2022 calendar, and have order forms available. Kate noted that the Willy Street Fair is also coming up.

Other Business:

Tim made a new set of keys for the storage locker. Shari discussed having an “all events” box that contains materials for any event. MBS should also have a backup “all events” box. Steve volunteered to be an additional holder of storage locker keys. *Shari will put together a list of items in her “all events” box.* Tim talked about putting together one “ready to go” tent at the storage locker. *Tim and Steve will get together at the storage locker before the Belleville Event.* Shari noted that several new memberships were secured at Juneteenth. Tim and Kate will call Belleville to see if MBS can have a tent, and to see if they will have an ATM machine there (for new memberships). There should be a link on the MBS website to allow folks to buy 2022 calendars ahead of time. The link should mention a date when the calendar will be available. Tim and Kate discussed an idea for a theme to use for our 2023 calendar – great, old venues. We could use this for a calendar theme, rather than musicians.

The **Next Board Meeting** will be a Zoom Virtual Meeting on Monday 11 October 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>