

Great Northern Blues Society Meeting Minutes: September 2012

Date: September 11, 2012

Location: Loppnow's Bar: 1502 N 3rd St

Called to order: The meeting was called to order at 7:09pm

Members Present: A quorum of voting members were present.

- I. Big Bull Falls (BBF): Volunteers, Merchandise and Plan of Action
 - A. Merchandise & Memberships
 1. Results not know at time of meeting
 - B. Monetary Results moved to treasurer's report.
 - C. Volunteers – General agreement among the board was that 4 hour shifts for the volunteers was too long. We should attempt to organize earlier in order to get more volunteers and shorten shifts.

- II. Secretary's Report: Motion to approve August Minutes – Cailee; Second – Ron P; Approved Unanimously

- III. Treasurer's Report (See handout)
 - A. Tent Rental – We haven't received the invoice yet. Mike Tatro has talked to Wausau Area Events and WEBKO.
 1. Should work out to \$90 with the lights, but just waiting to invoice.
 2. General opinion was that the tent worked out, but in the future we should alter the set up so people can't just walk behind the table.
 - B. Motion to Approve: Cailee; Second: Josh; Unanimously

- IV. Website Status
 - A. No improvements completed since last meeting.
 - B. Upon receipt of updated inventory will be re-working the store with up-to-date counts.
 1. We are down to Volume's 3-5 for the CD's
 - C. Database – Jeff wants to come up with HTML format email blast once a month with banners of sponsors and upcoming events.
 1. Plans to work with Bob to model after his regular emails.
 - a. Bob advised that the Madison Blues Society sends out monthly minutes to the entirety of their membership.
 2. Will generate more regular contact with members and better serve our sponsors.
 - D. Ron Hoerter is back doing reviews.
 - E. Going forward, Josh will attempt to complete the minutes earlier so Jeff can post onto the webpage as a PDF

- V. Committee Status

- A. Membership – Mike T passed out a handout outlining potential sponsorship levels and rewards as well as the Minnesota Blues Society pamphlet
 - 1. Mike and Bob began a discussion about working with other blues societies around the stat to develop a Wisconsin Blues Hall of Fame
 - 2. Need to develop a higher level, more substantial handout to give to potential sponsors.
 - 3. Several members of the board felt the rewards for different sponsorship levels will need to be reviewed as higher levels seems to be out of line with the purpose of bringing in funds (i.e. number of CDs and tickets given away)
 - 4. Ron and Jeff will put together a model of dollar ranges for the corporate sponsorships and forward to Mike T to bring to the October meeting.
- B. Entertainment Committee
 - 1. Blues Cafe
 - a. Howard Luedtke wants to open and will take \$700 to do so.
 - i. Board discussed potentially looking at other options because of the frequency with which Howard plays in this part of the state.
 - b. Donnie Pick will play in the second slot for \$500 (traditional money given to the opener)
 - c. Grady Champion
 - d. Other potential bands;
 - i. The Pumps – Out of Eau Claire; Playing at Intermission in late September
 - ii. Crankshaft
 - iii. Cory Stevens
 - iv. Killborn Alley – haven't returned a contract at time of September meeting.
- C. Volunteer Organization Committee
 - 1. Deb would like to get a list of previous volunteers and any contact information we may have for them.
 - 2. Mike T initiated a conversation about looking into what our needs are for each different area.
- D. Blues Café Planning Committee
 - 1. Promotional partnership being developed with the Wausau Area Chamber of Commerce
 - a. Mike wants to talk to Connie to determine the specifics of the costs and benefits of such a collaboration
 - 2. Blue Monday Newsletter (see handout) – can advertise for \$180/month
 - a. Would they be willing to do a write-up beforehand?
 - b. Main guy producing the newsletter is also an MC who would be willing to do the Café for us for \$100 plus a hotel room
 - 3. Have the contract for booking the Rothschild Pavilion

VI. Upcoming Items to complete before Blues Café

- A. Finalize revised membership levels and rewards into chart form

- B. Develop a tri-fold brochure for promotion of the GNBS
- C. Do a mailing to area hotels for potential room sponsorships
- D. Do a mailing to targeted potential corporate sponsors
 - 1. Jeff suggested starting with people/organizations that sponsored the Big Bull Falls Blues Fest.
 - 2. Group members should consider contacting businesses about providing volunteers in exchange for tickets and limited advertising

VII. Items from the Floor

- A. Consider initiating a contest for new t-shirt designs
 - 1. Could do a mailing to the entire membership to generate entries, another to obtain votes, a winner would be chosen around the first of the year and would receive 4 free tickets to the Blues Café 2013.
 - 2. Mike will write it up for the October meeting
- B. Suggestions for potential improvements to the Big Bull Falls event
 - 1. Bob suggested that additional picnic tables at the event would be useful. It was pointed out that Wausau Area Events has to rent the tables from the city and this is why they haven't increased the offering of tables over the years
 - 2. Find a way to alter the arrangement of the main stage tent to avoid the large pole at the center of the stage.

VIII. Motion to Adjourn: Mike T; Second: Josh; Unanimous approval