

## SWBMAI Board Meeting Minutes

*June 10, 2009, 6:00 pm*

**Present:** *James Brocksmith, Jim Knobloch, Jean Knicklebine, Sharon Manion, Ellis Bauman, Julie Cherney (arrived 20 minutes late), and Mena Wascow*  
**Regrets:** *Jon Peik, Catherine Ryner.*

*Meeting called to order at 6 p.m.*

*Jean welcomed Mena Wascow as the newest board member.*

*Jean contacted Lane Venden inviting him to be a board member. Lane had to first discuss the commitment with his wife wanted time to consider and would get back to Jean.*

*Minutes from April 29 board meeting were approved.*

*Sharon acted as secretary until Julie arrived and took over the duties.*

### Financial Review

- *Board reviewed Lambree income/expenses dating back to 2007. James made a motion to table financial discussion until all members were able to review and comprehend the information. 7 voted for, 0 against. The motion passed.*

*Ellis passed on P.O. box collection duties to Julie.*

### Board Member Nomination Review

- *Julie asked Jim Carrier but he declined as he had too many commitments. However, he expressed interest in the future.*
- *Jean emailed Tom Martin-Erikson but had not heard back from him.*
- *The board will postpone asking Will Bremer, Kathy Dethmers and Sims Delaney-Potthoff.*

### Tax Status Document Discussion, report from Ellis

- *Corrections to document... George Reynolds' name to be removed and Mena Wascow's added. Ellis will make corrections and send it off.*
- *Discussion over nomenclature ensued. According to the new tax status, SWBMAI needs to be viewed as a non-membership organization. Renaming members as subscribers would resolve the issue.*
- *The law firm advised SWBMAI of an approximate \$700 filing fee that will accompany the paperwork requesting a tax status.*

*A discussion of whether or not to operate as a membership-based organization was held. A board member felt we should act as one until the end of the fiscal year, March 2010, and continue to recruit new members, or subscribers.*

### Membership Mailing Results Analysis

- *Current Total Membership: 174 = 88% of last year's membership ('08-'09 = 198)  
includes comps and all band contacts  
Current Total Band Memberships: 30 people / 20 bands = 111% of last year's*

*membership ('08-'09 = 27 people/18 bands)*

*Current Total Personal Memberships: 143 = 84% of last year's membership ('08-'09 = 171)*

*Current Total Business Memberships: 1 ('08-'09 = 0)*

*Comps = 4 (2.3% of total membership)*

*Family = 22 (12.64% total membership)*

*Individual = 58 (33.3% total membership)*

*Senior = 59 (33.9% total membership)*

*Bands = 30 people (17.24% total membership) There are 30 people in our member bands who have individual listings so they can receive a newsletter via email and other email communications.*

*Band Renewal Analysis: Renewed = 14 (66.67%); Not renewed = 7 (33.33%)*

*Current Band Member Analysis = 20; Renewed = 14 (70%); New = 6 (30%)*

- The board discussed ways to increase membership; one suggested reaching out to the younger demographic, another suggested expanding the range of membership further west in Wisconsin. Mailing out applications with each member band, a back issue of Fireball Mail, and a cover letter was suggested to increase exposure of SWBMA. Other suggestions were to send aforementioned packets to music/festival promoters, i.e. Brad Sabunde, and keep membership forms available at jams.*

## **Jamboree Review and Financial Summary**

- Financial Income Summary: \$1,883 + \$100 in membership fees*

*Financial Expense Summary: \$896.36*

*Net Income: \$1,983.00 - \$896.36 = \$1,086.64*

- 50% of attending members purchased pre-DDS tickets, which was felt to be favorable.*
- Suggestions: offer something for advanced ticket purchasers, raise the price of raffle tickets, have more silent auction items, have fewer 8.5x11 posters and have handbills or pocket-sized announcements, ask members for raffle donations via the newsletter and website.*
- Jean asked that by the next board meeting, members send ideas to her about next year's jamboree and enlist a chairperson for the jamboree by the end of the next meeting.*

## **Bluegrass Caravan Proposal**

- Discussion of the following topics was held: a member questioned the size of Wisconsin distribution of Bluegrass Unlimited, where the Bluegrass Caravan is advertised, another asked for 8 tickets to SWBMA for the \$500 contribution, another member was uncomfortable giving money to a SWBMA-member band for a show, but another member described the Bluegrass Caravan as not a one-time show, but a festival, spreading the message of SWBMA and exposing bluegrass to a new audience. And that "the Bluegrass Caravan is comprised of three SWBMA member bands:*

*Liberty Bluegrass Band, The High 48s, & The Henhouse Prowlers. So we're truly not showing preferential treatment to "a band for a show".*

- *James Brocksmith explained the print material SWBMA would be listed on.*
- *2 tickets per show would be available to volunteers who work the SWBMA table.*
- *A motion was made to give \$500 and an in-kind donation including 1 email push and a full-page ad in Fireball Mail. 5 voted for, 2 abstained and the motion was passed.*

## **Brooklyn Bluegrass Festival Review**

- *Ellis reported that \$240 was made in t-shirt sales were good-. There was also one new senior membership sold for \$14. He also stated that membership forms should have been available at the table, but people took SWBMA cards with the web address on it.*

## **Sugar Maple Festival**

- *A discussion was held about an email correspondence from the 4 Lakes Board. Our contribution would not qualify SWBMA to be at the Mendota level, but 4 Lakes offered a spot on the merchandise table for fliers and to run the jam tent.*
- *No one on the board was able to donate time to run the jam tent.*
- *Jean proposed a motion to delaying sending the SWBMA money donation to 4 Lakes until they ask for it closer to the event. The motion passed. All agreed.*
- *Jean will draft an email in response to the aforementioned email sent by 4 Lakes.*

## **Gandy Dancer Festival**

- *The festival is down to one day. SWBMA will give an in-kind donation of \$500 and a cash donation of \$150.*

## **Mt. Morris Bluegrass Jam Camp**

- *Jim made a motion to provide \$500 in an in-kind donation to the camp. The motion passed.*

## **What's Behind the Song newsletter column by Wayne Erbsen**

- *Will be included in Fireball Mail accepting Erbsen's proposal for an ad trade out in the newsletter.*

## **Beginner Jam Location**

- *Possible venue ideas were discussed have already been explored: Willy St. Coop, Ward Brodt, Madison Foundry, the Brink Lounge, Quarry Arts building, Paisans, Great Dane, Tony Franks, Claddagh with an end time of 8:00-, Java Escape Coffee House, Goodman Center. The Elks Club is currently being explored but an Elks member needs to sponsor the group.*

## Email Board Vote Policy

- *Discussion of voting via email: It was agreed that there will be no voting by email, except in an emergency. If a time sensitive issue needs resolution, teleconferencing or a call for a quick meeting shall be enacted.*

## Nonmember Band Listing on Website

- *Jim went on record opposing the removal of non-member bands from the SWBMA website. A discussion and clarification followed.*
- *Result: non-member bands will be on the calendar for their shows and promotion of shows as well as any stories of them will be included on the SWBMA website, but the actual listing of them will remain off the website.*

## Webmaster Verbal Report

- *Scott Knicklebine reported on SWBMA website use. Web site traffic is up, but the time per visit is down. People's time on the site has been reduced. Most Many people go to the calendar and don't explore any other pages. We should explore ways to make the site more engaging so people stay longer.*

## Riley Tavern Update

- *Jean expressed gratitude for Riley's Tavern allowing the jam. She reminded the board of Riley's generosity and to ask jam participants not to take advantage of the free drinks for musicians policy.*

## Other Business

- *Jim showed the board a promotional cap with a pocket for picks. He will get a quote for the cost and explore naming options which will be stitched on the cap.*

## Tabled Items

- *Scholarship program*
- *Punch Brothers Partnering Proposal*
- *SWBMA bumper stickers*
- *Class A Raffle*
- *Bluegrass on the Tube discussion*
- *Discussion of post card membership reminder mailing*

*Next Meeting: TBD due to July 4<sup>th</sup> holiday*

*Meeting adjourned at 10:10 p.m.*

