

Minutes of SWBMAI Board of Directors Meeting – February 11, 2010

Attending: Jean Knickelbine, Julie Cherney, Catherine Rhyner, Lane Venden, Jim Knobloch
Regrets: Jon Peik, Jim Hodges, James Brocksmith
Special Guest: Bruce Brechtl

Jean called the meeting to order at 5:18 pm.

Old Business:

- 1) Approval of Minutes The minutes of the January 14, 2010, meeting were approved.
- 2) Treasurer's Report Delayed pending delivery of bank statements to Jon Peik.
- 3) Board Meeting Schedule The board decided to alternate starting times between 5 & 6 pm monthly, so Julie & James can attend alternate meetings. The March meeting will begin at 6 pm, the April meeting at 5 pm, & the May meeting at 6 pm.
- 4) Board Retreat The board will meet on Sunday, February 21, from 2 to 5 pm at Jean's house, primarily to establish the SWBMAI budget for the coming year. Directors agreed to bring a snack item to share.
- 5) New Board Members Potential nominees were discussed. Lane, Jim K., & Jean will follow up with the three individuals suggested. Bruce Brechtl respectfully declined the nomination but volunteered to help the organization as the need arises.
- 6) Case Stickers Update Catherine reported \$15 in sales, which she asked to hold onto for making change. Jean tried contacting Paul Benson about selling memberships & case stickers at his Birthday Bash in Spring Green on February 13 but hadn't heard back from him yet. Jim K. suggested posting a running advertisement on the SWBMAI website, noting that SWBMAI stickers can be purchased from board members at public events. Lane mentioned that stickers are also available at Lane's Lutherie.

Committee Reports:

- 1) 2010 SWBMAI Fundraiser Jean hadn't heard back from the Del McCoury Band yet about participating in some kind of fundraiser on Saturday afternoon, March 20, before their evening concert at the Stoughton Opera House. The band hadn't responded to Jean's recent email inquiries nor returned her phone messages. Without Del's participation (in some form or another) the SWBMAI event scheduled at the High Noon Saloon will need to be changed, because our regular jamboree would compete with their concert for attendees. We intended to try something different this year & therefore will revisit the Steve Kaufman workshop/concert idea at the Board Retreat. His October 29-30 dates are still available. Other suggestions include: 1) Have a member band facilitate an open jam session & then perform; 2) Conduct a Band Scramble with participants randomly assigned by instrument to groups & given time to rehearse several songs before competing for prizes based on audience applause; & 3) Set up a Favorite SWBMAI Member Band competition with votes collected via the SWBMAI website. The top three vote-getters would be invited to perform at the fundraiser. The board decided to delay the final decision until the Board Retreat on February 21.
- 2) Vilas "Music at the Zoo" Program Boris Frank, Executive Director of the Henry Vilas Zoo, promised to have their event director (Susie Reynolds) contact Catherine to discuss a possible partnership with SWBMAI. Our member bands would then be notified about this potential summer gig opportunity.
- 3) Membership Management Software Catherine will report to the board no later than the next board meeting with her recommendation.
- 4) SWBMAI Business Membership The board decided to charge \$75 for an annual business membership. Based upon the recommendation of committee co-chairs, Lane Venden & James Brocksmith, proposed at the January board meeting, benefits would include electronic & paper

versions of Fireball Mail. They would also receive an advertising discount in the newsletter & on our website. A link to their business website would be posted.

- 5) Member Band Update Scott Knickelbine reported that there currently are about two dozen member bands listed on the website. He explained that each member band has an auto-generated webpage on the website. By googling the band's name, all published articles relating to that band are displayed. It was suggested that once every year the bands be provided with a complimentary email blast to the SWBMAI membership. They could use it to notify their fans about an upcoming performance or CD release. Lane suggested doing it for new bands when they join. Decision tabled at this time.
- 6) Class A Raffle Before we can have raffle the tickets printed, we need a list of prizes & their declared value. Lane graciously agreed (with gentle persuasion from Catherine) to donate another fiddle. He'll also try to solicit donation of a custom-made guitar and/or mandolin from business acquaintances. Our new 501(c)(3) tax status enables donors to claim a charitable deduction on their income taxes. Catherine will ask Sharon M. whether she'd be willing to donate another beautiful, handmade quilt. Bruce Brechtel generously contributed a brand-new digital video recorder valued at \$150. Jean agreed to contact the Goodman Center to reserve a date for the Holiday Party. The official raffle drawing would take place at the party. The suggestion was made to increase the raffle ticket price to \$5 (or six for \$25). The possibility of selling individual tickets for specific prizes was raised. Tickets will be distributed to SWBMAI members by mail, with a cover letter requesting their assistance in soliciting donations. Jim K. will inquire about proper wording of the letter.
- 7) Punch Brothers Concert Update Concert by Chris Thile's new band is scheduled for March 4, 2010, at the Wisconsin Union Theater. They have yet to send us information to post on our website & publish in the upcoming issue of Fireball Mail.
- 8) Rock River Thesheree Jim H. reported via email (due to his absence at this meeting) that he has not been able to reach the Thesheree's main contact person to further the discussion regarding SWBMAI's participation.
- 9) Member versus Subscriber Question Attorney Hamang Patel responded via email to Jean's inquiry, regarding the possibility of reverting to use of the term "member" to describe SWBMAI paid subscribers. Jean asked all board members to review this email exchange prior to the next board meeting for further discussion.

New Business:

- 1) Grant Application It was suggested that a grant application be filed to cover the cost of redesigning the SWBMAI website. Bruce Brechtel indicated that his adult daughter has experience writing grants for non-profit organizations and offered to ask for her assistance on our behalf.
- 2) Date of Next Meeting The next board meeting will convene at 6:00 pm on Thursday, March 4, 2010, at Jean's house.

The meeting was adjourned at approximately 6:45 pm

Respectfully submitted by Jim Knobloch, Acting Secretary