

Eric Johnson, Dan Callen, Ken Fulgione, Mary Dettman, Di Christopherson, Duane Kebschull, Cheryl Apfel Wise

- **Board of Directors meetings and communication**

- Cheryl and Di plus committee leaders = Designated person takes notes at meetings. Develop documented action plans. Assign tasks as needed with a person{s} (name) responsible to complete the task & a completion date. Publish notes, action plans & tasks.
- All = Will use new Facebook group entitled **CV Blues XC** for communication to Board of Directors and committee leaders.
- All = The **Working on Tuesday Night Blues** group on Facebook will be used for TNB specific communication that may also include vendors and volunteers
- Tuesday Night Blues FB page will continue to be used for TNB related publicity and announcements
- Chippewa Valley Blues Society FB Group will continue to be used for general communication to members and sharing Blues related posts.
- Mailchimp will continue to be used for regular communication to members regarding meetings, events we are publicizing, etc.
  - **This week in the Valley email – Needs to be a topic of discussion at December meeting**

- **Trailer and Blues Mobile**

- Eric = Clean out, organize & prep trailer for winter storage
- Ken, All = Horn needs to get removed, Ken needs to coordinate about 3 strong guys to work on it. Needs removed before we take it to get estimates for transmission work and body work
  - Joel can't work on the Bluesmobile transmission, too old. Two other places were mentioned.
  - Get estimates for transmission work and body work. Based on estimates, there needs to be discussion on whether to invest in the car or sell it.
- Ken = get estimates for transmission work and body work
- Bluesmobile storage in Ken's garage.
- **All – didn't decide what to do with trailer really. Can we tarp it? Have we cancelled storage units?**

- **Quarterly Meetings –**

- Lots of great ideas to explore on how to increase attendance!!!
  - Historic problems with quarterly meetings that we need to try to deal with:
    - Too much fighting
    - Get off track
    - Need to stick to agenda
    - Too much business discussion
    - Takes too long
  - Incentives for attendance of meetings:
    - Discounted membership
    - Sponsors give something; coupon, free product
    - Coupon for \$5 off CVBS merch
    - Free pizza /food
    - Cheap merch
  - Other ideas
    - Band
- Cheryl - Send out meeting agenda ahead of time to members via email and link to agenda on web site. Also remind that meeting minutes will be available on website. "President's letter"
- Cheryl, All = determine something to do for January meeting

## Sponsorship Revamp

- Lots of discussion and things to iron out still. Meeting scheduled for 11/13 to focus on sponsorship revamp
  - Rework layout for package and pricing for ads
  - Clearly define what each level of sponsorship includes, contracts
  - Revamp cover letter to highlight non profit status
  - Use Square account to track sponsors and payments, print invoices
  - Establish protocol & documentation process for marketing activities
- Recommend NO discounts, coupons, or deals on sponsorship. We now have a good product. Do not see any need to discount sponsorships to gain more. We did discuss giving them a break if they pay immediately vs after Night 1. Need to increase carefully. Plan for how much we want to increase next year, vs year after, etc.
- Need revamped, refocused marketing plan, with dedicated persons responsible to make it grow. Coupons and deals for members at sponsor locations
- **501c3 non profit status.** simple overview of the benefits if you want to take a look before the meeting. [http://www.accountingfordummies.net/the-benefits-of-becoming-a-501c3-nonprofit-organization?fbclid=IwAR394Qgkk9o\\_9A3pLBYxMDhcW51Br21b1mJHillcESVxCma7NFwFeORvuU](http://www.accountingfordummies.net/the-benefits-of-becoming-a-501c3-nonprofit-organization?fbclid=IwAR394Qgkk9o_9A3pLBYxMDhcW51Br21b1mJHillcESVxCma7NFwFeORvuU)
- Need to publicize that we now have this tax exempt status: Blues letter notation, website, future posters and ads, business cards. Consider doing a short bio on Don and how he completed the paperwork to get our tax exempt status.
- Individuals can deduct, need updating receipt for online ordering

## Other items:

- Blues Foundation, look into sending a blues band to Memphis. Cheryl to find/review more information on this. Possible topic for December meeting/ Quarterly meeting.