

Marquette Area Blues Society

P.O. Box 5 ~ Marquette, MI 49855

906-226-5451

mqt_blues_society@yahoo.com

www.marquetteareabluesociety.com

Consolidated Notes from Strategic Planning Meetings

(12/2/06 & 2/3/07)

MABS Mission

Promote the appreciation of Blues Music & Culture in the Upper Peninsula of Michigan.

1. Support blues music and artists all year - locally, regionally & nationally
2. Educate youth about blues music and artists
 - a. Blues Youth workshops at the Festival (3rd Quarter: September)
 - b. Blues in the Schools (1st 2nd 4th Quarters)
3. Establish an annual blues festival in Marquette (September)

"MABS - Where Superior Meets the Blues"

TTD - Vision Statement - Start an email - Finalize in January.

To Do List Discussion

1. Membership Drive - "rush week"
2. Website
3. Need Outreach Coordinator
4. Implement Activities
 - a. Annual Calendar
 - b. Involvement of other volunteers
5. Review/Revise Committee Structure & Responsibilities
6. Youth Initiative
7. Vision Statement
 - a. start with email
 - b. get it down - use it; make it visible

Committee Discussion

✓ Current -

- Festival Committee
- Promotion & UP Blues News
- Education & Outreach
- Grants & Development
- Events Committee
- Merchandise
- MABS History

✓ Possible/New -

- Membership
- Partners/Collaborations
- Systems /Process
- Clarify Market Identification
- Policies & Procedures
- Gate Keeper

Develop

Strategic vision

Strategic agenda

Resources & Supports

Need Outreach Coordinator for Youth Initiative

1. Need Focus
2. Need people
3. Need support
 - a. Identify partner
 - b. Identify what, when & who
 - c. Contact schools
 - d. Blues in the schools concert/workshop 3 x year
 - i. Work with visiting blues acts in the schools - find out/contact who is coming ahead of time policies & procedures
 - ii. Gatekeeper

MABS "SWOT" Table

Strengthens

- Good Party
- Lots of Creative Ideas
- Media Support/PR
- Good Organizational Structure for a Young Organization
- Community Support
- Record of Success
- Financially Solvent
- Group of "Doers" or a "Think & Do" Organization
- Over 100 Dues Paying Members
- Committed Core Group of Members
- Have Fun & Enjoy One-Another's company
- Labor Day Weekend Event
- Diversity of Venues & Performers
- Broad Base of Knowledge & Experience of Participants
- Quality of Music
- Passion among Members
- *Commitment to the Vision*

Weaknesses

- No System to Assess Event Success or Continuation
- Need Accounting System (Plan) & an Accountant
- Limited # of People doing the Work
- *Decision making process is needed*
- *More structured formalized procedure*
- Aging Group of "Doers"
- Older Membership Base
- Blues is not widely supported or known locally (in general nationwide either)
- Genre is event driven
- Lack of overall vision or plan
- Lack of consensus or knowledge of vision or plan
- Dependency on Contractors & Vendors
- Labor Day Weekend Event
- Lack of a New or Expanding Audience
- Task-focused more than Social-focused
- Lack of Social Events *throughout the year*
- Limited Member Involvement
- Lack of active & committed volunteers
- Limited Knowledge of Organization
- Limited knowledge in the community of being a Society (vs. an Event)
- Indicators may not address impact of an event - currently attendance *is the indicator of success & not enough people attend events*
- *MABS does not track event to event annually to determine success/impact*
- Don't know if we are going in the Right Direction
- *Repeat decision making process multiple times to come to one decision*
- *What color is the brown cow discussion is held too often*
- *No orientation for new Board members*
- *No description of responsibilities for Board positions (check by-laws)*
- *Board Governance Issues*
- *Board Structure Issues*

Opportunities

- Style of music has limited access in UP
- Utilizing Internet to communicate MABS & events - especially to younger crowd
- Committed audience
- Media Support
- Community Support
- Non-profit Status
- NPR at NMU (as a partner)
- Utilize a variety of venues in the UP
- Monthly/Weekly - year round promotion of blues
- Partnerships - Local & Regional
- Blues in the Schools
- Audience we attract is more affluent (able/willing to pay big ticket prices)
- Scholarship for youth
- Low cost for quality of performers
- Partner w/others to provide more year round events

Threats

- Damage Control for Sound Problems
- "One Rain Storm" away from loss
- *Burn-out* of volunteer members
- *RISING Costs for events:* gas, services, travel, etc.
- Tourism Down
- Quality of music & musicians
- Rural location limits membership
- Style of Music: Blues has limited attraction and/or knowledge of in this area
- Outside perception is that festival is all MABS does
- Limited membership & Volunteers
- Venues do not promote socialization
- Older audience is not necessarily technical communicators - Internet
- Media exposure is often only Festival focused; not year round exposure for MABS
- No longer the "new kids" on the block that need assistance from media or partners
- Not attracting younger members or volunteers
- Forgetting about a sound business operation with move to more socialization

Analysis of MABS Member's Survey (11/06)

Category		"Members"				"BOT"				Combined			
Gender	Male:	20%				57%				35%			
	Female:	80%				43%				65%			
Age	>21:	0%				0%				0%			
	21 to 29:	0%				0%				0%			
	30 to 39:	10%				29%				18%			
	40 to 49:	40%				43%				41%			
	50+:	50%				29%				41%			
Membership	1 Year:	10%				0%				6%			
	2 Years:	60%				14%				41%			
	3+ Years:	30%				86%				53%			
Fest Attendance	None:	10%				0%				6%			
	One:	10%				0%				6%			
	Two:	20%				0%				12%			
	Three:	60%				100%				76%			
Fest Volunteer	Yes:	80%				100%				78%			
	No:	20%				0%				12%			
Other MABS Events	Yes:	80%				100%				78%			
	No:	20%				0%				12%			
Statement (From your knowledge of MABS)		Yes	Maybe	No	Don't Know	Yes	Maybe	No	Don't Know	Yes	Maybe	No	Don't Know
1. As an organization , MABS has a clear vision of what it wants to achieve through its events & activities.		50%	20%	10%	20%	43%	29%	29%	0%	47%	24%	18%	12%
		70%		30%		71%		29%		71%		29%	
2. There is a consensus of the membership around the vision of the MABS organization.		0%	40%	30%	30%	29%	14%	57%	0%	12%	29%	41%	18%
		40%		60%		43%		57%		41%		59%	
3. Value issues are often discussed at MABS meetings and there is agreement on the values base of the MABS.		0%	30%	20%	50%	14%	43%	43%	0%	6%	35%	29%	29%
		30%		70%		57%		43%		41%		59%	
4. The current mission statement of MABS reflects clearly what the organization does, for whom, and why it is important.		60%	10%	10%	20%	71%	14%	14%	0%	65%	12%	12%	12%
		70%		30%		86%		14%		77%		24%	
5. MABS regularly reflects on its strengths, weaknesses, opportunities & threats (SWOT) to the organization.		0%	20%	30%	50%	29%	29%	43%	0%	12%	24%	35%	29%
		20%		80%		57%		43%		35%		65%	
6. MABS has clear goals and objectives for what it wants to achieve in the next five years.		20%	20%	10%	50%	0%	57%	43%	0%	12%	35%	24%	29%
		40%		60%		57%		43%		47%		53%	
7. MABS finds it easy to prioritize , making a distinction between what it must do, what it should do and what it would like to do.		20%	10%	30%	40%	14%	29%	57%	0%	18%	18%	41%	24%
		30%		70%		43%		57%		35%		65%	
8. MABS has clear indicators to measures the impact of its events in the Community.		0%	40%	20%	40%	29%	43%	29%	0%	12%	41%	24%	24%
		40%		60%		71%		29%		53%		47%	
9. The way MABS organization is structured makes sense in terms of efficiency & effectiveness.		40%	10%	40%	10%	29%	71%	0%	0%	35%	35%	24%	6%
		50%		50%		100%		0%		71%		29%	
10. MABS events & activities fit together coherently – the focus of each event or activity fits well with MABS vision & mission.		40%	40%	0%	20%	29%	57%	14%	0%	35%	47%	6%	12%
		80%		20%		86%		14%		82%		18%	
11. The external and internal contexts of how MABS operates are relatively stable .		20%	20%	20%	40%	14%	29%	57%	0%	18%	24%	35%	24%
		40%		60%		43%		57%		41%		59%	
12. There have been no major change in how MABS operates in the past year.		30%	10%	30%	30%	29%	14%	57%	0%	29%	12%	41%	18%
		40%		60%		43%		57%		41%		59%	