

MABS Meeting Minutes

March 16, 2022

Minutes prepared by A. Lindala

Present: Walt, Michael, Ham, Dave, Ed, Cindy, Charley, JoAnne, Mark, Lorrie, Brian, April, John, Jeffrey, Larry

6:38 pm – call to order

Happy St. Urho's Day everyone! [Ham has purple on. Walt is grouching]

I. Any public comment? No public comment.

II. Agenda Approval

Brian – motion to approve | Mark Stonerock – 2nd | **Approved**

III. February 2022 Minutes Approval

Charley – motion to approve | Michael – 2nd | **Approved**

IV. President REPORT

A. *Did we want to sign up to the Blues Guide?*

Larry - \$50 to get in there.

Ham – order a box of 50.

B. *LOGO Contest deadline March 31.*

Two submissions already. Via messenger. HAM will print it off.

Does not have to be camera ready.

C. *EMAIL from TED FORDNEY (Sp???)*

Discussion pertaining to the Two Rivers Main Street. Brian Lee Memorial Blues Festival. Saturday, July 9. Two Rivers, Wisconsin. This event will take place every year. Join as a sponsor and help in reaching blues fans. Line up – Jimmys, etc. to become a sponsor – modest fee of \$100 and set up a table. Join us in getting the word out. April 1 deadline. North of Manitowac... South of Green Bay on Lake Michigan. Interesting way to offering other blues societies. *Do we get a couple of tickets?*

BRIAN – lot of good bands. \$100 not a bad idea to get our name in front of people south of Green Bay.

MARK – discussion about hosting a table.

HAM – offering to other blues society to set up table at their blues festival.

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Brian – motion to approve | Mark Stonerock – 2nd | **Approved**

[Can Ham contact them to see about the details]

More discussion pertaining to promotion.

Ham will get a hold of him.

D. *LIST of all of the bands on the website. 2004 until now.*

Discussion pertaining to a project to organize and identify photos of all of the bands from all of the festivals on the website.

E. *DDA has our guitars.*

Some point... want us to pick them up. No hurry... do we want to put them in our storage? 25 or 30 of them. Discussion about why the guitars are no longer able to be posted. In the next month possibly? Do we have room in our storage?

CHARLEY – will check on the storage space.

V. Vice President Report - April

Question pertaining to which grant to go after national or state. Decided to go with the Michigan grant first.

VI. Secretary/Treasurer Report - JoAnne

A. April is taking minutes this month. Thank you. 😊

B. Don't have much to report. Sent out treasurer report. Couple of membership. Paid DT deposit. Total amount on hand \$72,657.42. Showed Ham about the check... we will cash it. HAM – re: check legit.. we won't know who donated. It is legit organization non-profit. Needs a check for trans merchant lic.

C. Bought tax stuff to tax lady. Filed May 15. Required to do electronically this year. (JoAnne – I'm still not going to jail for this group!)

D. Brian motioned to approve financials & Larry 2nd – Financials approval.

VII. Standing Committee Reports

A. Educational Outreach | Jeffrey Schedule upcoming. Bluesday Tuesday

March 30 – Wednesday – FB3 [mid-week blues]

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April 26 – Under the Radar

No program in May.

June 28 – Eddie Bluesers

August – FB3

B. EVENTS Report | Larry

Mark Hummell event – April 21 at the Ore Dock

Larry has a poster. **Mark Hummell and the Blues Survivors with Rusty Zinn and Billy Flynn. April 21 – Thursday.**

Volunteers to work the door. Show will be 7-9:30 pm

6-9 pm volunteers. FRONT AND BACK

Six people to work one hour. Back door is not important. More of the front part.

JoAnne - Charging anything?

Making free for membership. Membership sign up event! If you're a member you get in free. If not, try to sign them up. COVER - ?

WALT – conversation. April as membership. Turning it in to a membership event. Originally, fundraiser. A couple of things did not line up.

LARRY – was trying to get two bands (Paul Linden/work commitment). Just want to make it a membership drive.

WALT – send message out. You're a member... there is no cover charge.

LARRY – minimum donation suggestion.

HAM – seems to work as far as a suggestion.

WALT – we're doing this as an event. We're paying the band. We're doing an off-season event. Turn it into a membership drive. Concentrated effort. April will be working the membership table.

LARRY –LORRIE – encourage memberships ahead of time.

TABLE at the back door. (April and Charley)

Front door – Michael 6-7

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Front door – Dave 7 – 8

Front door – Mark 8 – 9

LARRY – hard copy... email the contract... pay a deposit by the end of the month. Just forward. \$800 deposit by April 1.

Discussion | promotion about event ... radio. Chris will make them from the Ore Dock. April will do the Social Media announcements.

C. FESTIVAL UPDATE

Request: Quick entertainment meeting after this board meeting.

Info: 2006 festival autograph guitar and framed poster that was discovered in a resale shop in Petoskey. We can do what we want ... auction?

Artists: STONEY

Vanessa Collier close on Sunday. \$2750 deposit.

Larry McCray came in at \$7500 firm – thanks, but no thanks.

Danielle Nicole - \$4500 offered. Expect to hear back soon.

In the meantime, Larry McCray – said... what's the best you can do? Going to talk after board meeting... what is a reasonable offer. Gap in his schedule.

Walt is talking about the band members. Detroit players.

Taildragger and Rockin Johnny Burgin

Intrepid – T. Cannon. J Nemeth. D. Noles.

Road – G. Shorty, Rev. Raven, Harper

Kind of where the list looks like and with price range. Nothing from Kenny Neal.

Discussion regarding to be Friday night. Ore Dock... Biscuit is out of town.

FEST MTG conversation.

Raising Ticket prices. Beverage prices. Proposal

some of the ticket prices.

2021 \$35/day at gate. **Raise to \$40**

2021 Weekend/\$60 **Raise to \$70**

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Advanced/60 for the weekend. KEEP same level.

NMU students still at \$10.

April – motion to approve | Brian – 2nd | **Approved**

Discussion – DAVE - maybe \$65 good bump for the weekend.

\$29,000 – income | Entertainment budget - \$30,000

Walt researched some of the events. We're cheap compared to other events. Copper Harbor... their GA is \$120 for the weekend. Porcupine Mt. is \$80 in advance. Thunder on the Iron Range GA - \$175 (however, on sale for \$85). **Average weekend event. We're asking \$60 in advance prices.**

Brian – hotel prices have gone to the moon. Combo of the state moving to the state moving until after Labor. We were lucky to get \$125. Now... \$300. Tourist destination now. Big deal. Don't want to price us out of the market. They are spending the money to come to town. Ten dollars won't make a huge difference.

Mark – sticking with the original proposal. Would be amendable to raising next year. I'm one of those people who look ahead as well as ticket.

John - \$30/day average festival he attends.

JoAnne – asked about 2023 Festival tickets at the 2022 tickets.

Beverage Prices –

Friday \$1 more on Friday

Dropped on Saturday/Sunday and leave the price on throughout the weekend.

\$5/Labatts \$5 Premium FRIDAY

Rest of weekend it was \$4 & 5 rest of the weekend

Make a motion to raise beverage prices.

Biggest profit margin is on tap beer. Bottle beer at the same price. We do not make as much per unit.

Bump or leave BOTH. We need people to buy tap beer.

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\$5/tap beer all weekend.

Ore Dock on Tape + Premium = \$6 - 16 oz. all weekend.

Brian – motion to approve | Charley – 2nd | APPROVED

Michael S. QUESTION – selling usable logo cups. People would bring back for a refill. Did we try that with the merch tent.

HAM - Do not recall this.

JoAnne – There is a potential new merch person; she will come to a meeting and get a feel for things.

SPONSORS - CHARLEY – Fire Station is on with us for \$3000. Have some questions. Artwork specs for quarter page add. Only saw one advertisement. Possibly giving a larger banner for the stage. What's the limit for the size of the banner? What's the drop-dead date for getting the advertisement. **July 31. Email April the question on the advertising.** Kiosk – *can they get a kiosk?* Included in their sponsorship? Yes. Let DAVE CRUM know.

HAM – Request for **city waiver for 2023**. Asked Justine at the City if they were going to try to get more money out of events at the park in the future. She had not heard anything like that.

WALT – TENT STUFF Meeting with Bill from DT. Brian L. From Rotary. We have the agreement *in principal* to share the Arabesque tent. \$3500. Will not need a crew to tear down on Monday (YAY!). City says it is okay. City likes the idea groups are working together. We're going to have a sit down. Staging very similar to ours. That is what DT is purchasing. In a nutshell. We won't need as many volunteers. Interested to try it.

HAM – Sponsor listing inquiry. Superior Stay Hotel. We have a hotel agreement. Superior Stay Hotel. Third Street.

WALT – We have an agreement with a hotel group.

Festival report DONE.

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VIII. OLD BUSINESS

2022 budget discussion. Tabled after the last meeting. Had a shortfall. Reworked numbers. Came up with the current budget.

April – moved | Dave – Seconded | Question

Should budget not zero-zero. Thought it was okay if we're in the black.

APPROVED! YAY!

IX. GOOD OF THE ORDER

Dave – Mark and Dawn, Kim and I, Ed Baker and wife. Good time at Blues Café. Good value. Venue is cool. Bands top notch. Friday closer. Ten pieces... lots of horns. Spot on, but not a blues band. Opening band. Lady is from Twin Cities. Erin McCauley and Harrison St. Band. Two other things. #1 - More people at the opening than the closing. People hit a wall? Altered five just killed it and maybe 100 people. Saturday started at 1 pm. Crowd kept getting smaller. #2 – are any of the bands playing on Friday night. Only one bar... booking live bands. Good thing going. Duluth. Definitely going back. Pavilion

LARRY - Wausau | Check out the festival is very good.

FB3 – Wacky Wed at the library. Put it out on Social media. ****Mark Madness****

Meeting is adjourned at 8:05 p.m.