

Present: Doug Kitchel, Julie Foster-Lindquist, Katrina Keough, David Sprouse, Sue Bertram, Josh Thompson, Michael Reed, Susan Divine, Excused Absence: Jose Garcia, Pearl Taylor, Erin Leahy-Putvin

Doug moved to accept minutes, Michael seconded.

1. Treasurer's Report:

1. Through our re-investment we own a piece of some good companies.
2. Our balance: \$74808.07, upward trend, so we're up \$5,000 roughly.
3. Doug thinks these charts shed light on "where our money is". It's not exactly clear to what detail we know. We have to defer to the professionals to be aware of these details. The individual companies we're invested in is harder to know, though possible. Doug's up for it, but feels good with this level of information but has shown us all that is easily available on the web. Beyond this, talk to Jessie Bell.
4. As of 9-12-17
 - Checking account - \$28,523.16
 - still have \$11,721 in outstanding checks
 - really about \$16,000 is what we have
 - Savings account - \$40,842.23
5. Doug: "The next treasurer would like a memo written on the check so they know what's the money was spent for." Director will begin using check memo immediately.

2. Year to Date Financial Report

1. \$4,000 ahead of last year, Susan estimates we'll make about \$2,000 this year after all the checks clear.
2. Katrina moved to accept, David 2nd, report approved.

3. Survey Report from Michael Reed

1. This year we had 36 respondents. Only 10 responded from the program, a similar trend with the Blues Festival. We need to get better with surveys so we can be competitive with grants. Doug, "incentivise it, give them a 1\$ token". We could announce it more, by emcees. We could have people be survey volunteers. We could again have people with clipboards asking questions. Take surveys back to people's camp. Make the survey online. Survey booth or survey game.
2. How do we best use our survey information. Michael has ideas for sharing with people in town, "Great Lakes Association?" for starters.
3. 91% say they are likely to recommend the festival, More that 80% think the festival is a good value. To the question, "How much do you spend?", \$219 per person @ 1500 people we have an estimate of \$350,000 spent here. This is leverage for obtaining grants. 58.3% heard about the festival through friends - but we don't know what this really means.
- 4 General comments : Scheduling - make the schedules easier to find, both online & in print.
5. Food: we're not getting the kind of vendors we want. For some it's too much work, not enough money. We might cut some vendors out to get more. Healthy food is desired, but those vendors are hard to find.

4. Katrina: Hudson's Oct. 26 is the date for a Student Chapter Sponsored fundraiser.

5. Upcoming events: Monday, 8-18-17, 5:30 potluck, Uke club 3rd Thursday, UP Gumbo at Fall Festival,

- a. Fall concert Oct. 13,14 12:30 - 2pm and 7pm - Workshop, Jam, Concert: (W. Henderson & H. White)
- b. Collaboration with Food Co-Op - October 15, perhaps Hiawatha sponsor the Sunday Brunch Series,
- c. Oc. 18 @ 10a.m - Bobby Glenn Brown collaboration

6. Motion: \$35 value for tickets to WUW. Doug's motion: "Offer donation to Women's Center for their Gala of one ticket which would grant season's access to WuW". Michael 2nd. Motion passes.

7. Second Sunday Folk Dance: (Crystal Falls) donation. Motion: (Sue) support this by \$200 donation. Doug 2nd. Motion passed.

8. Director's Report

Lake Superior Partnership: She wants detail info that Susan questions. We get consultation with Karalee Swanson. Economic Impact Study. Susan: "Is there anything that we wouldn't share?" Enough doubt was raised to not disclose EVERYTHING. Susan will slowly release info to them.

Cook signs did a generic banner for us. We used it at Lakenenland which was interesting. Susan: "We should consider supporting the Uke Club, Dance club, Fiddle club, Blues Fest". Doug, "Let's invest in what we get the most back", "Let's have jams. Irish jam, old time jams, etc., before the music starts". Michael, "We should collaborate and support - like with the food co-op, to be more visible." Sue, "We need to finish stuff. Ambassadors, Bobby Glen Brown, etc."

Purchase a picnic table and donate to Tourist Park.. Susan D suggested we purchase a picnic table and donate to the city (Jim Thompson) All agreed to pursue this.

Radio Results Network: 3 levels we donate 27,44,55 tickets to sell. We had a huge gate this year. Susan thinks it could be due to Radio publicity. Susan will talk to a marketing person next week, she will bring this up then. Email vote to come.

Golf cart damage will necessitate money to fix because its not covered under insurance. Perhaps we should audit or rental contracts. Are our tents covered?

Event committee: lots of events, WUW, the May meeting, Student concert, Thursday concert before festival

Music committee: M. Reed is liaison between Music committee and Board

9. Motion to adjourn by Josh. Seconded by Josh. Meeting adjourned 7:20

Minutes respectfully submitted by,
Josh Thompson