

Hiawatha Music Co-op  
Monthly Board Meeting  
11-11-2015

Present: Pearl Taylor, Michael Reed, Mike Fitzpatrick, Lee Ossenheimer, Susan Divine, Julie Foster-Lindquist, Katrina Keough, Jose Garcia, Erin Leahy Putvin

Absent: Susan Bertram (excused), Heidi Stevenson, Jesse Luttenton, Doug Kitchel (excused)

- Victoria Leonhardt from Great Lakes Center for Youth Development (GLCYD) visited to discuss our demographics report, Google Analytics, and how to use this information for better marketing. This info can be used as a guide on how to better spend our marketing money.
  - The HMC website gets a lot of traffic (about 1600 users) and has good brand recognition (the term Hiawatha was often used specifically in searched). There is a big following in the mitten (lower peninsula), and the Chicago, Milwaukee, Madison, Green Bay areas. HMC should tap into these regional audiences and should dig deeper on the specific age group of 35-54, on who comes for the music, and on who comes for the experience.
  - May 19, 2015 was the biggest referral day (festival tickets went on sale this day).
  - City of Marquette website offers HMC the most referrals.
  - Victoria recommended spending money on targeting interested outside the Marquette area (people in Marquette are very familiar with the festival).
  - 40% of the page visitors are using mobile devices. It is recommended that we make the website more friendly to mobile devices by doing things such as offering buttons that link directly to "BUY TICKETS" and "BUY MEMBERSHIP" from the home page.
  - Other channels HMC should looking into utilizing better are Twitter and Instagram.
  - \$10,000/mo. is available via Google grants for nonprofits ([google.com/nonprofits](http://google.com/nonprofits)) for advertising via Adwords and YouTube.
  - Word of mouth was the best advertising avenue. Perhaps, offer a referral rewards program for memberships.
  - The *Travel Marquette* blog did a great blog entry on the festival (<http://www.travelmarquettetemichigan.com/hiawatha-music-festival/>) HMC should have local and connected bloggers act as media and cover the festival. (top blogs in the area recommended: yoopersteez, bugsy)
  - Use Facebook targeting by accessing followers on pages such as BlissFest or Wheatland.
- \*\*\*Make this an agenda item at the board retreat\*\*\*
- Katrina moves to accept the October 2015 minutes with changes. Michael seconded the motion. Motion carried.
  - Treasurer's Report was tabled until next month.
- Savings: \$44,860.25 Checking: \$2,932.75 Bell (10-31): \$67,670.97

-March 2015 minutes had to be rewritten as the secretary was absent from that meeting. They will be recreated by Susan Divine via her notes.

-Sound Discussion: A packet from Sombrero Sound was passed around and briefly discussed. Further discussion was tabled until December meeting.

-Strategic Planning Meeting will be on January 9, 2016 from 9-5 at the Landmark conference room. Be prepared to buy lunch.

-Folk Alliance: Mike Fitzpatrick: This will be discussed more next month.

-Claudia Schmidt: Dec.4, 2015 at the Marquette Regional History Center. Hosted by the MRHC, HMC, and the Beaumier Center. HMC donated \$500. Susan is requesting one person to help at the door. Tickets are \$10 adv./\$12 door

### New Business

-BOD needs to decide on festival budget numbers. Put yearly increases (%) in strategic plan.

-Lengthy discussion on budgeting for music.

-Katrina moved to increase mainstage budget to \$42,000, \$4,000 for children's area, and \$3,000 for Teen Scene for the 2016 festival. Michael seconded the motion. Motion carried. Overall increase of \$5,800 in budget.

-Chose sign logo for store front.

-BRITE Store Initiative was discussed. Decided to get clarification from Amy Quinn and Paul Marin on this.

-Katrina: Music Ed. in schools. What does HMC do for school performances? pay? support? Answer: For Ben Hassenger, HMC is sponsoring his local performances.

-The Elks Club would like to reiterate their appreciation. When would we like to do another event?

Events: Ben Hassenger contract still needs confirmation. Verbal agreement is for \$1000 for performances.

-Julie and Susan D. visited the Mining Museum today. As a venue, it fits 87+12 extra chairs for a total of about 100 audience members. \$100/hr. charge.

Archiving: Meeting next week. Erin will join this committee.

### Director's Report

-Shelving units from Jesse will be moved at noon on Friday.

-Susan D. requested permission to delay Director's pay for Oct./Nov./Dec. until after January 2016. Katrina moved to retain the Executive Director pay for Oct./Nov./Dec. 2015 to be paid as accounts payable after January 1, 2016. Michael seconded the motion. Motion carried.

Katrina moved to adjourn at 7:45. Mike seconded the motion. All were in favor.

-Minutes respectfully submitted on Monday, Dec. 7, 2015 by Erin Leahy Putvin