

Hiawatha Music Co-op
Board Meeting Minutes
2-16-16

Present: Katrina Keough, Julie Foster-Lindquist, Susan Divine, Susan Bertram, Erin Leahy Putvin, Michael Reed, Mike Fitzpatrick, Josh Thompson

Absent: Jose Garcia (excused), Doug Kitchel (excused), Pearl Taylor (excused)

Michael moved to accept the minutes from January 2016. Katrina seconded. Motion carries.

Treasurer's Report

Bell Financial: \$64,957.15 (down from \$66,691.78 last month)

MCFCU savings: \$37,877.17; checking: \$895.94 (last year's balance at this time: \$25,291)

Katrina moved to accept the Treasurer's Report, subject to audit. Michael seconded. Motion carried.

Membership

Katrina passed out several handouts. Discussed membership strategy, tipping point, and "first follower." Who is our "first follower?" Start discussion on tipping point for HMC, historically. Brainstorm one large group that will spur others to follow. Katrina suggested targeting mid-late 20-30-somes with families.

-Start bringing people into meetings.

-Influence and persuade through reciprocity (if you like Dragon Wagon, then you'll love this band...) and scarcity (i.e. Dragon Wagon only comes to perform once a year).

-Authority: people will follow what they are expecting. Is HMC meeting the expectations of the followers.

-Consistency: Make it easy and consistent (i.e. one time per year, at same, consistent time)

-Use social media to encourage "liking."

-Consensus (idea of the first follower)

Katrina presented a social media cheat sheet. We've reached a plateau. Focus, now, on language and on particular groups to target (late 20-30's with families).

-Need people who are personally interested and willing to participate.

-Need accountability in our membership. Pull people into the inner circle to propel us forward, continuously. Look for people who are looking to make a commitment.

Mail Chimp: Electronic newsletter.

-Send an initial campaign email.

-Have people reply if they'd like electronic or paper email.

-For people who accept electronic: We can legally track (with permission) whether people open the newsletter and who shows interest in our newsletter and events.

-Use this newsletter for email, and announcements.

Membership renewals discussed: Discussed family membership and voting privileges. Family memberships offer a ceiling of two votes per family membership. Individual memberships, up to "Family" level offer voting privileges to one person only. Levels at or beyond family membership, two votes max.

Tourist Park Contract Meeting

Susan D., Susan B., and Julie met with Jon Swenson and Andrew MacGuyver. Discussed electric, the city will meet with our electricians and eventually city will be taking over and incorporating electric. Losing six campsites when playground is installed. May add more campsites. Playground installation will happen next year. Road improvement was discussed. Cost of sites will go up \$3-5 per site. Five year contract. This will be the last year that tourist park will allow HMC attendants to bring in own firewood. After this year, all wood will be provided and purchased from city. (HMC will need to advertise this change to membership, attendees).

The city must give HMC a one-year update for any impending future changes.

Noquemenon is purchasing arabesque tent.

Venue Contracts: Venue contracts for Ore Dock and Chocloy Brewing were reviewed and approved by our attorney.

Proximity clause: Reviewed proximity clause from Blissfest and fit to HMC purposes.

Erin moved that HMC shall be consulted and have the right to exclude any additional performances by the artist within _____ mile radius (recommended 50-100 mi) of the HMC event venue within _____ days (recommended 7 day) prior to or after the HMC event. Katrina seconded the motion. Motion carried.

Erin moved that: Any changes in personnel by the artist(s) will be reported to HMC as soon as possible prior to the show with the presenter reserving the right to re-negotiate or cancel the contract. Katrina seconded the motion. Motion carries.

Strategic Planning and Executive Committee will draw up a proposal to present for the strategic plan to bring to the board.

Festival Roundtable near Kalamazoo, Easter weekend. Susan D. and Mike F. are planning to attend.

Katrina moved to pay for gas for one vehicle to the festival roundtable meeting in Kalamazoo on March 26, 2016. Josh seconded the motion. Motion carried.

Collaboration with Blues Society: Michael Reed discussed an idea to collaborate with the Blues Society. He is looking to potentially capitalize on the crossovers and overlaps between

Traditional American and Blues. Michael will reach out to the Blues Society to discuss the possibility. Must be acoustic.

-Progress on 2016 General Budget. Will be presented at the next meeting.

-GLYCD membership is up for renewal. Erin moved to pay the \$75 membership. Mike seconded. Motion carries.

-March 23 there is a free webinar sponsored by GLYCD at noon. Susan will be participating at the office and interested people may join.

-Public Radio 90's Evelyn Massaro and Susan D. have been in correspondence. Erin moved to take \$1000 out of the festival budget for the PR90 day sponsorship. The day sponsorship money stays in the festival budget. Reduce the festival budget publicity from \$2500 to \$2000 and add this money to the annual budget. Susan B. seconded. Motion carries.

-Festival budget was presented for approval. An increase was made to main stage, teen scene, and children's area funds, this year. All other items are same or rounded up. Question on item 2670.

Katrina moved to accept the festival budget, subject to audit. Josh seconded the motion. Motion carries.

Events: June 11, 2016 Chocoy River Brewing Hiawatha on the Bayou. Open Mic at 5:30. Possible Lost Creek warm-up. Dragon Wagon is main act.

-Fall concert in Sept. or Oct. with possible Master Musician.

-Annual meeting will be held first weekend in November.

Music: Still looking for bluegrass and dance for main stage.

Director's Report: Gerry Shelafoe has been in contact with Susan D. about the electronic newsletter. She quoted \$100 per publication. Take last year's ticket sales to create email list. Need a graphic design person to rely on.

-A donation of \$100 was made in Karen DeYoung's name. Received a reward check for \$97.40

-Bounced checks from 2011 and 2012 were received from Credit Check.

Katrina moved to adjourn at 8 pm. Mike seconded. Motion carries.

---minutes respectfully submitted by Erin Leahy Putvin on 3-3-2016