

2nd Story Blues Alliance

Monthly Board of Directors Meeting

Meeting Minutes

October 14, 2014

Opening:

The October board meeting was called to order at 7:21 PM on 10/14/2014 by Brian Berlanda

Present Board Members:

Brain Berlanda , Les Houck, Donna Houck, Judy Snyder, Regina Trieber, Craig Stefco, Mary Pierce, Fred Zeller

Quorum Validation:

100% in attendance

Approval of Previous Meeting Minutes

- Minutes from Sept were approved as submitted.

Approval of Treasurers Report

- Treasurers report from Sept was approved as submitted.

Old Business

- **Membership Appreciation Picnic** There was much discussion on the success of the annual membership appreciation picnic. Everyone was in agreement that it was worth the expense to instill the culture we are trying to establish. The estimation was made that we had about 20 less in attendance than last year. It was suggested that we have in on a Saturday next year and to have it at the Fountain Hill Hose Club again. Additionally suggestions were made to combine a live performance with jam/sin-it opportunities.

New Business

- **Val Chambers** – submit a letter of intent to join the board to help with promotions. A motion was made to invite Val to be a 2SBA board member, motion was seconded and unanimously approved.
- **Fred Zeller** – gave an extensive talk on 3 Chords and the direction it needs to go. He sees it as Web Driven member benefit that will help with health insurance. The John Ott fund to help pay for medical insurance for those who are injured or sick. It will help members navigate the affordable healthcare act. Fred went over another idea called After School Blues and suggested we partner with The Lesson Center. He also touched on an idea he calls “Road Test” where we do a gig exchange of small groups of musicians from SW Florida Blues Society.
- **Popa Chubby** – 217 postcards were mailed, to date we have only 50 reservations. Discussion took place on the poor attendance for this show. A facebook ad was done and

there was further discussion on how to find out why some of our regulars did not come.
Survey? Mailer?

- **Toys for Tots** – \$3,650.00 in sponsorships money so far. Les is using the candy bar fund raising to raise money to buy more toys.
- Newsletter – Some brief discussion on having a monthly newsletter
- Website Questions – Do we have a contract? Is there an out clause? Penalty?

Action Items

- **Mary** will add Val as a Board Member to the web site.
- **Mary** will fix 3Chords pages including buttons and access issue.
- There is a need to write, approve and publish criteria for who is eligible for grants from the John Ott fund.
- **Blog** – a blog needs to be set up with regular posts on tips on how to stay healthy. A separate blog should be created for Blues related information.
- **Mary** will send a proof of a sample monthly newsletter
- **Mary** needs to meet with Dave to get images for web site.

Upcoming Special Projects

- Toys For Tots

Next Meeting Dates and Time

- It was agreed to have the board meeting on Monday November 10th at 7pm at City Diner. Gina will make the usual reservations.

Adjournment

At 9:26 PM, Motion made to adjourn the meeting, it was seconded and vote was unanimous.