

## 2024-4-21 - Board Meeting Minutes Synopsis

### CALL TO ORDER

Chair Dave Gooding called the meeting to order at 11:02 AM on Sunday, April 21, 2024. The meeting was at Lodi Grape Festival (Spring Campout) and via Zoom. Meeting minutes for today's meeting were taken by Andrea Zelones.

### ROLL CALL

Board Members Present in person: Joel Keebler, Robin Frenette, and David Gooding

Board Members Present via Zoom call: Karen Celia Heil, Andrea Zelones, Ashley Readel, and Phoebe Leigh-Suelflow

Board Members Absent: Tyler Stamets and Lani Way  
Chair noted that Quorum was established.

Officers, Coordinators and Members Present: Ted Kuster (VP Regional Activities), Pete Ludé, (Executive Director), Debbie Wendt (VP Membership), and Theresa Gooding (President),

Officers, Coordinators Absent: Darby Brandli (VP Youth Program)

Guests Present: Danny Clark (TAG), Larry Phegley (Monterey Regional Director), and Mark Hogan

### SETTING THE AGENDA

Ms. Celia Heil added GOT update (F-7) and Mr. Ludé added Campout Coordinator for Deb Livermore (F-8). Agenda Version 2 with 2 updates approved.

### APPROVAL OF MEETING MINUTES

March 10, 2024 Meeting Minutes Ver 3 approved.

**PERSONS DESIRING TO ADDRESS THE BOARD ON UNAGENDIZED ITEMS:** None

**APPROVAL OF THE CONSENT AGENDA:** Consent Agenda approved as circulated

### OLD BUSINESS

#### 50th Anniversary Planning Committee      Ted Kuster

The report from last month is still in effect. Kenny Feinstein and Chandra Freeze asking celebrities. 3 graphic designers are working with us on logos 50th Anniversary, several versions of which are in the Consent Agenda. We're hoping to have a special 50th Anniversary version of the CBA denim jacket, with the logo on the pocket. In order to have product ready for this year's Father's Day, we will need decision on graphics in 10 days. QSend thoughts to Mrs. Way.

Discussion:

**Ms. Celia Heil** noted 50 years of history, all board members agreed 1975-2025 should be included.

**Mr. Danny Clark** believes it should say California Bluegrass Association not just CBA. **Mr. Ludé** noted Bakersfield Crystal Palace concert is planned for Sat, Jan 11 at Great 48. This would be a kickoff for our 50th anniversary year.

### **Father's Day Festival 2024 Status      Pete Ludé**

Ticket Sales are up from last year at this time. Details included in Consent Agenda.

Operations: Lots of merchandise this year. Details included in Consent Agenda.

Midnight Special" concerts Father's Day Bluegrass Brunch. Ticket sales went out April 4th. VIP Reception coming along. 6:30-7:30 PM Friday. Thanks to Debbie Wendt and Mrs. Leigh-Suelflow. May need help from Mr. Gooding and Mrs. Brandli to make sure we get invitations to all the appropriate folks. Details included in Consent Agenda. Thursday night in Grass Valley Street Fair on June 14th (2 bands booked). We are going to have special pricing if you buy tickets now.

Marketing and Promotion: Good progress. Coordinating with the printers. Improving the maps for this year. Details included in Consent Agenda.

We'll be adding the "Full Moon" café near where we've had the late-night hotdog stand in the past. They'll serve snacks and coffee.

2025 Father's Day Festival planning: We have favorable news on Fairgrounds pricing for 2025. Only up 3 percent. Still waiting to sign the contract.

Candidate festival logos are included in the Consent Agenda. These are being reviewed and coordinated by the three graphic folks recruited for the 50th anniversary. Provide comments on the candidate 2025 logos to Mrs. Way as soon as possible, as we will launch the logo in our FDF 2024 Festival guide as part of the "save the date".

Discussion:

**Mr. Gooding** likes the banjo logo player best. Banjo is most representative of BG.

TAG    Danny Clark, Jason, Aaron & Danny meet on Zoom or at local jams to discuss the bands. Heavily pursuing 2 bands for 2025 (Confidential), just waiting on signatures. The team has about 20 different ways to chart which bands are popular. Bands are not listed on Consent Agenda. Pursuing many other potential bands with connections to California.

Vern's & California Showcase Policy and Procedures: Mr. Gooding will be pinning down the new procedures once the dust settles for this year's Father's day festival..

Volunteer Reimbursement & Milage Policy: Mrs. Gooding and the Finance Committee are nearing completion of a policy for review by the board. We will probably vote on this next board meeting.

Social Media Strategy – Ad Hoc Committee Report: Mrs. Frenette will present to the board as soon as they have a draft strategy report.

Golden Old Time Update – Ms. Celia Heil noted they are behind a month. Spoke with Kelly, owner of the campsite venue. Some artwork is coming. Hoping for early May launch.

Discussion:

**Mr. Ludé** say's rent commitment is significantly up from last year (due to the buy-out of the entire venue, not just a portion). As with all our events we need to have a budget to review. Launching tickets on May 1 is a little aggressive (May 7-SS48). We need the date pushed a few weeks out.

**Mr. Gooding** has Ms. Celia Heil's GOT signs and will bring them.

Spring Campout – Mr. Gooding noted that Deb Livermore is retiring as Campout Director after this year's Fall campout. Looking for a volunteer to replace her. Deb will help train the person. Looks like this Spring campout was the most attended. We had food trucks and fiddle contests.

Discussion

**Mr. Kuster/Mrs. Leigh-Suelflow** noted that there should be 3 people to replace Deb. **Ms. Zelones** volunteered to be on the team.

**Mr. Mark Hogan** volunteered to be the liaison with the fiddle organization and CBA.

## **NEW BUSINESS**

### **IBMA Plans Dave Gooding**

Policy & Expenses. Sponsorship with IBMA as we did before. Mrs. Way will put together a budget for the board.

Discussion:

**Mr. Gooding** stated we go to see what bands are popular. It's in our favor to have a TAG member go to IBMA and give reimbursement for room.

### **2025 Sonoma County BG & Folk Festival**

Mr. Kuster noted the proposal and slides are on the G-drive. Instruction from Mr. Ludé about what it takes to create a CBA event. What worked and didn't work in the past was considered. We are reducing the number of bands in order to pay bands better. A batch of volunteers will be used to lead jams. Low, target, and high budget was discussed. Facility owns their own sound system that Paul installed for them. Review the presentation on the G-drive for further details.

Discussion:

**Mr. Ludé** noted the venue is rather expensive compared to other events we've used. Merch, beer & wine sales could be more favorable then first draft budget, so there is an upside.

**Mr. Gooding** noted that If you go to the high school facility, you lose the alcohol sales.

**Mr. Mark Hogan** stated he'd have a discussion with Folk Society offline regarding other bands.

**Mr. Kuster** noted Colleen has turned over lots of notes. Mary will take over as Co-Regional Director with Mark Hogan.

### **TAG and Entertainment Coordinator – Succession Plans Dave Gooding**

Dave Gooding is the Entertainment Coordinator, but recommends that this position be merged into TAG responsibilities. Typically, this is the job that would be called “Talent Buyer” Danny Clark (as current TAG chair) has agreed to take the position, which involves administering talent contracts with bands, and stage scheduling. Danny has a good deal of professional experience in this area. Dave also recommends adding one more person to TAG, so we have the Talent Buyer and a three-member advisory group. Please Email Danny or Dave suggestions for the third person. We should work on updated job descriptions, and probably change the name from Entertainment Coordinator to something else.

Discussion:

**Mr. Ludé** noted we should consider making the transition now rather than waiting until October, since that would allow consistency in contracting 2025 bands, which is starting now and will continue through November. Mr. Gooding and others will be able to provide a good deal of support to ensure a smooth transition.

Mr. Danny Clark was approved to take over as Entertainment Coordinator (as TAG Chairman) starting immediately.

### **Instrument Lending Library Policy Change**

Mr. Gooding stated Mrs. Hargis started a mostly-woman’s mandolin jam for beginners. It would be helpful for her to have access to some lending library instruments for the jam. On a Case-by-case basis, we can loan excess instruments to adults with youth having priority on borrowing. Also, we’ll decide how long they could borrow them on a case-by-case basis. Instruments are currently stored in Oakland, in a temperature-controlled facility. Just for reference, CBA has two other storage locations, one in Lodi and one in our new dry-van trailer, parked in Willows, CA, which contains Festival equipment previously warehoused in a Penn Valley storage facility.

Discussion:

**Mrs. Frenette** asked if the instruments were to loan them to those taking classes? If they are not being used at all, adults could borrow them.

**Mr. Ludé** noted there is a form to fill out each year to borrow instruments. It was known, that when turning 18, you must return the instruments. Look and see if there is an existing written policy.

A case by case to loan adults excess instruments policy was approved.

Next Meeting: Saturday, May 18, 2024 at 10:00 am via Zoom.

There being no further agenda items, the meeting was adjourned at 12:52pm.