

Chippewa Valley Blues Society Meeting

April 8, 2008

The meeting of the Chippewa Valley Blues Society (CVBS) was at Shari's Chippewa Club, in Durand on April 8th at 7:00 pm. Introductions were made, and those in attendance included: Ken Fulgione, John LeBrun, John Van de Voort, John Berman, John Welch, Darrick and Heather Winrich, Don and Kara Schilling, Gordy Pillar, Faith Ulwelling, Jacob Ulwelling Jim Wellner, Dane Droessler, Jennifer Daggett, Pete Pappas, Mike Kelley, Shari and Rob Edwards, Lisa Adams and Snapshot, Dan Callan, Mary Dettmann.

Items on the agenda:

General: We have \$2,786.50 in our fund. This includes dues, donations and proceeds from Lust for Blues Fundraiser. The profit from the fundraiser was \$1,706.50 including new members that signed up that day. The spreadsheet is attached showing Income/Expenses.

Minutes from the March meeting were passed and approved. The Treasurer's report was also approved.

Our non-profit status is still being worked on. We have the funds to pay for the costs. Our t-shirt bill is paid in full.

Membership: We had new members in attendance: Darrick and Heather Winrich, Don and Kara Schilling, Dane Droessler, and Gordy Pillar (Corporate Member). Welcome to our group!

Committees Reports:

Fundraising: Our first sponsored event at Westgate Sportsman's Club raised approx. \$1,171.50. The spreadsheet of expenses and income was circulated among members. Thanks to the Fundraiser Committee, Snapshot and Westgate Sportsman's Club for putting on a successful music event. It was noted that we need more members to sign up to help and follow through with commitments. There were some gaps in coverage.

There was discussion on taking over the Coalition Blues Fest and turning it into a 2 day event, possibly a Friday night/Saturday event. Right now it is scheduled for September 6, 2008 at Owen Park. If CVBS decides to take it over, then half the profits would go to the Third Ward Neighborhood Assn and half to CVBS. We could donate to a music-based cause. Jennifer Daggett offered to host it at Westgate Sportsman's Club which would be available August 22nd/23rd, 2008. We could hold it in the parking lot outside the building with additional parking possible across the road. There was discussion about contacting the Kiwanis Club and pairing it with their BBQ Contest/Festival. We would need to find a way to attract sponsors, with advertising or putting their name on banners/flyers and such. In kind corporate donations could benefit by some kind of advertising their participation.

We talked of ways to split profits from food and beverages. If the Kiwanis participate, they would take care of the BBQ and receive the funds. Westgate would

need to retain some profits, possibly the bar inside and CVBS would retain the outside beer sales. This is still a discussion item to resolve. Snapshot estimated it would cost approx. \$4,000.00 for music, lights and sound for the event, and possibly more if we rent a generator and tent. Mike Kelley volunteered to check out the electrical situation at Westgate and determine what we would need to power the event. We would also need to bring in some portable bathrooms and clean up stations.

If we do a 2 day event, we could have 2 local bands on Friday night and Saturday would include 3 local bands, 1 regional and 1 national.

More discussion will continue on this event. We are planning on writing for a \$25,000 grant that would help with advertising.

Website: We will continue to list current information on the website including monthly meetings and related information. We discussed corporate members advertising on the site, possibly monthly? We need to develop guidelines and fees. Could we email members to look at a corporate member's website or related information? Could we include advertising on the actual webpage or would we rather direct viewers to their websites? Should we post an updated list of corporate members, as well as all members? Further discussion needed on these questions.

The website should include a page of CVBS sponsored events.

The committee can put up pictures on the website, but would like photos sent through a service like "You Send It" which sends the photo in a condensed format that allows easy/fast opening. Otherwise, you can bring photos on a CD format. Talk to John LeBrun for further information on sending photos.

Membership: The committee is continuing to discuss a membership card and how to implement. The website could list the participants and offers included on the card, rather than trying to list it all on the actual card. An option is using a barcode on the card and merchant scans it for authorization. John LeBrun will check on this option and the costs involved. Need to find participants for the card as well.

Discussion Items:

Blues on the Chippewa, August 2, 2008: We will be a corporate sponsor and have a membership table. Volunteers will be needed.

The Radiators - Stone's Throw, July 25, 2008: We will help sponsor with advertising at no cost. Members may get reduced ticket price. Motion was voted and approved by members.

Cadillac Kolstad and the Flats – Shari's Chippewa Club, July 5, 2008: we will help sponsor by advertising.

Initial discussion of sponsoring another fundraiser like “Lust for Blues” in June or July to help with funds for the Coalition Fest. We are looking at possible dates that would work out and locations. Further discussion on this item is needed.

Snapshot mentioned some websites worth checking out that include:

twincitiesblues.com

blueswax.com – an online magazine

pollstar.com

The next meeting will be Tuesday, May 13th, 2008 at 7:00 p.m. at the Sheely House in Chippewa Falls.

Meeting was adjourned and jam session followed.