

**BOARD MINUTES**  
**November 2, 2011**

**ATTENDANCE:**

Herb Ransburg  
Jann Childers  
Jeff Willey and John Gemmell

Reno Mussatto

Meeting was held at Pinara's at 7:04

**TREASURER'S REPORT**

The Treasurer's Report will be coming to the Board via email for review.

**OLD BUSINESS:**

Central Florida Best Of The Blues CD:

Reno Mussatto opened the discussion of the CD Project: The Board has reviewed and selected the songs. Releases for the songs need to be signed by all the bands. Herb Ransburg will get out the releases this weekend and once all releases have been received, Reno will get the tracks to Chris at Alpaca Studios. The goal is to have the CD's done and ready for the Chuluota Bash.

Central Florida Blues Challenge:

Herb Ransburg has received great response about the CFBC event. Thanks to all that had participated in creating a great event. The feedback of having the CFBC at McWells was great, as they have great food and a great stage.

Jann Childers will be in contact with RJ Harmon to see when a Fund Raiser can be scheduled for him.

Herb discussed the option of what another Blues Society does – by dropping the Entry fee, and having the event spread out in two days, and charging at the door. Another idea was to start earlier on the CFBC process. More will be discussed at a later time.

**NEW BUSINESS:**

Jeff Willey asked for OBBS presence at the Chuluota Blues Bash on November 19<sup>th</sup>. John Gemmell has offered to run the OBBS booth. The event starts at 4pm.

A discussion was raised with the opportunity of partnering with Jeff Willey in promoting OBBS. Some ideas were discussed on focusing on new Memberships. It was suggested that at the next meeting, the meeting will focus on a Marketing Plan for OBBS for 2012.

Reno Mussatto Motioned that OBBS participate working with Jeff Willey in future promotions to help towards Membership growth. Herb Ransburg Seconded the Motion.
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### CHRISTMAS PARTY:

It was discussed that this year, we hold a Membership Christmas Party at Harry's on December 10<sup>th</sup>. Reno Musatto will talk to Harry to see what he will provide, as Bird Dog Bobby is the entertainment for the evening.

### ELECTIONS:

Karen Stott has given notice she will not be running for office in next year's election. She has offered to stay on and train the next person for the Website. A discussion of options was presented. Jeff Willey has offered to step up and assist with taking over the responsibilities of the website. More will be discussed later.

### BLUES IN THE SCHOOLS:

Reno Mussatto led the discussion of how much BITS has accomplished this year, presenting to 15,000 kids in the Orlando area. His main concern is to continue presenting BITS to the Orange County Public School system, OBBS would have to become a vendor. He presented a form, which the Vendor would have to provide, as well as a \$93.00 fee per person (this includes fingerprinting and background check). In order to continue the presentations, Reno has requested that OBBS cover the \$93.00 per person who play. Jann will contact OCPS, to inquire as we are a non-profit group if OBBS would be able to get a break on cost. Jann has asked Reno if he would please create a Budget Marketing Plan for BITS for 2012.

<p><u>Herb Ransburg</u> Motioned that OBBS will cover the \$93.00 per person for five people at this time. <u>Jann Childers</u> Second the Motion.</p>
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Next Meeting for the OBBS Board will be held December 5<sup>th</sup> at Pinera's at 7:00pm. A focus on Long Term Goals and establishing a Business Marketing Plan and Strategy will be discussed. This includes: Membership Drive, Membership Benefits, Budgets for programs, CFBC, and other projects and ideas to assist with OBBS's growth.

Meeting adjourned at 8:20pm

Next Meeting will be on December 5<sup>th</sup>, 7:00pm at Panera's.