

BOARD MINUTES
December 5, 2011

ATTENDANCE:

Herb Ransburg
Jann Childers
Jan Dakel

John Gemmell

Meeting was held at Panara's at 6:57 pm

TREASURER'S REPORT

The Treasurer's Report was presented and reviewed by the Board.

Herb Ransburg Motion to approve the Treasurer's Report. **Jann Childers** Second the Motion.

NEW BUSINESS:

Discussion of a Marketing Plan for OBBS 2012

The Board discussed the following projects for 2012. **Jann Childers** will draft a calendar for 2012 for the OBBS Marketing Plan for the year:

1. January 2012 - ***ELECTIONS AND FUND RAISER FOR CFBC WINNER***
It was suggested that we inquire to see if McWells has any opened Saturday's to do an Election and a Fund Raiser for RJ Harman. **Jann Childers** will inquire with McWells. There will be (2) open positions for the Board.
2. February 2012 – Herb Ransburg will start sending “Email Blasts” out to Members in reference to the upcoming CFBC in October.
3. March 2012 – A location is in the works for hosting a “Blues In The Afternoon” once a month for (5) Months. The Board will be inquiring at different downtown locations.
4. April 2012 – An offer will go out for Membership renewal up to April 15th – that Members can be offered Membership renewals for ½ price. A Tax Relief
5. May – 2012 – The first fund raiser will be scheduled for a Sunday in May for the Gary Ingber Musicians Relief Fund. A discussion is to open it to all kinds of music genre'.
6. June 2012 –
7. July 2012 –
8. August 2012 –
9. September 2012 – The second fund raiser will be scheduled for a Sunday in September for the Gary Ingber Musicians Relief Fund. A discussion is to open it to all kinds of music genre'. Checking the Sarasota Blues Fest dates to make sure they are not the same.
10. October CFBC. TBA.

SPONSORSHIP:

A discussion within the Board about Sponsorship Benefits to be offered:

1. Any OBBS Event, the Sponsor will be able to pay ½ price of admission.

2. Logo's will be posted for a year on all Advertisements and on the Website.
3. Sponsors will be able to setup at any OBBS event.
4. All Sponsors will receive the following: Sponsorship Card, Blue OBBS Bag and koozie, and any other additional items chosen by the Board.

BITS:

A discussion at the last Board meeting approved to cover the expense for (4) people to be Finger printed and processed to be able to perform for the Orange County School System. These (4) people are: Bob Rhodes, Reno Mussatto, Gary Whitehead and Michael Pappademos.

Due to the increased number of presentations and the resulting increase in expenses for the BITS program, the Board also discussed increasing the budget for BITS from \$1,000 in 2011 to \$1,500 for the year 2012.

<p>Herb Ransburg Motioned to increase the BITS budget to \$1500.00 for the year. Jan Dakel Second the Motion.</p>

It was requested from the Board to have Reno Mussatto present to the next Board Meeting a 2012 Budget Plan.

OLD BUSINESS:

CHRISTMAS PARTY: The OBBS Christmas Party will be held December 10th at Harry's Cigar and Brew starting at 6:30 p.m. Herb Ransburg will do an "Email Blast" for Members.

MEMBERSHIPS:

To increase Memberships, as well as renewal's, an offer for renewals will go out in the Email Blast that Members can renew for ½ price until 12/31/11 – 12:59PM.

OBBS CD:

Due to the Board's past month's schedule, the CD Release Agreement is not finished. **Jann Childers** offered to complete the paperwork, add **Herb Ransburg's** signature to the paperwork to get it off in email format to the participants who have submitted their songs for release. Once all Agreements have been returned with signatures, Jann will then turn the project over to **Reno Mussatto**, who had negotiated for Alpacha Studios to do the CD Project.

Jann also will contact Susan Baumann who has agreed to do the artwork for the CD cover.

OBBS Events:

Thanks to John Gemmell for running the OBBS booth at the Chuluota Blues Bash on November 19th. He said the Chuluota Blues Bash was a success.

Meeting Adjourned at 8:35pm. Next meeting scheduled TBA.