

## OBBS BOARD MEETING

### ATTENDANCE:

Herb Ransburg	Jan Dakel
Reno Musatto	Jann Childers
Mike Pappademos	Jeff Willey

Meeting held at Panera's at 7:15pm

### NEW BUSINESS:

#### Website:

Website design by Jeff Willey: Jeff presented the new web site design for the Board to review. A suggestion to get with Christine Williams/and Karen Stott to inquire about the old Blues Newsletters to have an "archive page". The Board reviewed the pages that Jeff had set up, which will be ready in March.

#### CD Release:

RENO MUSSATTO presented to the Board that the CD Master is uploaded. From his research, he suggested to use CD Baby for the CD release. He said a delay by Susan Baumann due to her work commitment to finish the liner notes for the CD. JANN CHILDERS will be in touch with Susan to see when she is available.

#### Promotional Opportunities:

RENO MUSSATTO a suggestion to purchase a Square unit to be used to process Credit Card purchases easily. It is connected to any Data phone that can run Credit Card purchases for OBBS easily.

#### Concert Sponsorship:

HERB RANSBURG had been asked by promoter, Zaida Zoller to assist with the Magic Slim Concert which will be held on March 10. The Board has asked if Zaida could make herself available and come to a few of the meetings to discuss promotional assistance with the concerts she needs.

JAN DAKEL has recommended to the Board the need to purchase new OBBS shirts. A discussion over what kind of T-shirts, and the Board is considering "pocket T's".

### TREASURER'S REPORT

The Board reviewed the Treasury Report. JAN DAKEL explained items that were questionable.

<p><u>HERB RANSBURG</u> Motioned to accept the January report. <u>JANN CHILDERS</u> second the motion.</p>
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## **MARKETING PLAN FOR 2012:**

The Board reviewed the year and laid out a plan for the 2012 year. Currently, this is all “suggested” to be on the Calendar, and we know, is subject to change with additions and more.

**Jan.** – N/A

**February**

2/17 - Mardi Gras Celebration at The Alley. It was suggested to have an OBBS Booth.

**March -**

\*Tentative - Magic Slim Concert

New Website design will be up.

CD Release Party - for the OBBS CD. A suggestion was to hold it at Jessup Bay.

**April –**

April 15 - Membership Drive

**May –**

Gary Ingber Musicians Relief Fund will be showcasing 3 bands and raising funds.

**June -**

**July -**

**August -**

**September –**

2nd Gary Ingber Musicians Relief Fund - with bands and Ladies of the Blues

**October –**

CFBC Challenge

**November -**

**December –**

**January 2013 –**

Elections for new positions.

**OLD BUSINESS:**

**BLUES IN THE SCHOOL:**

RENO MUSSATTO announced that on February 21 the next program will be held at Whispering

Oaks at 12:00pm. Everyone participating in the show is looking forward to performing. Reno also reported the status of Badges for Orange County. Gary had gotten approved and was waiting for his Badge. Mike Pappademos had gone down and has done his fingerprinting process for a Badge. Doc still has not completed the process.

**MEMBERSHIP DRIVE:**

A discussion with the Board over Memberships and updating the database. JAN DAKEL suggested the mailing format be in something other than GMail, as it is not as user friendly as possibly another program could be. Jeff Willey suggested he will investigate another option that could handle the mailings easier.

Reviewing the format for Memberships: Families are set at \$40.00. Bands are set at \$50.00. More discussion will continue over Memberships as well as Sponsors and Vendors.

<p><u>HERB RANSBURG</u> suggested that we offer the promotion for 1/2 price off Memberships for the month of April - before April 15th. <u>MIKE PAPPADEMOS</u> second the motion.</p>
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Meeting adjourned at 8:35pm. Next scheduled Board meeting will be on March 5. TBA.