**GRBS Minutes August 20, 2017**

 In Attendance Bruce Hall, Mike Carson, Claude Cloutier , Brenda Thyer, Neil Tarswell, Gareth Jones

Meeting was called to order by Brenda

The Agenda was approved

No conflict of interest was declared

Minutes from previous meeting July 24, 17 were approved

**Business arising from minutes**

Clinics- Neil- deferred to future item

How we highlight shows in weekly buzz- let Bruce know well in advance Monday prior to Tuesday publication

Carol Podemy to rethink articles submission

Mike Elliot taking hiatus on linear notes

Photo contest suggestion by Neil as fundraiser

Neil to submit written report on contest, will work with Bruce

Finance report see festival income results

6 new members 15 rejoined

Need someone to take over finance reporting and or membership

Discuss roles at start plan process etc

Cheryl will do finance role

Liz hopefully able to continue membership , needs exit strategy , will continue in interim

Liz will meet with Cheryl to determine processes.

Motion to add Brenda as signature

Carried

she will do deposits, with help from Neil

Discussion around research on bulk mail alternatives, on line 200, mail 130 bi monthly review process for mailing lists

Communication report Bruce

Info received will forwarded to appropriate director

Road to memphis inquiries are strong

Abby looking after new website

Buzz more active , recipients 587 in August

How many open etc 30-40 %

Do they click on links 2-8% do so

Low unsubscribes

Order of appearance discussed, people are visual, posters at front

Local shows ahead of regional shows preferred

Articles relegated to newsletter perhaps links

Give feedback to Abby for website draft

Newsletter preview deadline 15th of every second month ( Feb, April etc)

CD review , road to memphis, posters to be sent

Neil and others posting RTM in music stores, etc

Content can use russ and garys column best years of music

Add musician corner column, borrowing from fellow assns

Look for reprint permissions

Merch report submitted

Clinic sept 21st guitar corner

Merch needs planning, less knee jerk

Drum sticks donated, to be sold or auctioned, raffle prize- put into business arising

Define role in strat plan better

Need poster for ibc fundraiser Nov 26th or 25th

Bobby Obriens venue, blue moon? Need some door revenue, Rhapsody?

Lynn Jackson will do posters $50

Check rhapsody availability , jazz room

Check monster jam schedule

We will ask Lynn to design name tags , or id for events. Directors to be identified at events

Blues camp report- see attached moving forward with Neil adult blues camp

Blues camp jam Lancaster house do we support it? Push in newsletter no official status

Road to Memphis competition

Collect by donation sticker for recognition of donations 100 with logo Neil to investigate supply

RTM need 3 volunteers, set up tear down Sept 24th Bobby Obriens

Retractable Sign needs repairs Brenda to look at cost to repair or replace and report back next meeting

Investigate outdoor flag

Fundraising tribute show - should we expand from KW show, Brantford golf and country club, pretzel logic had a successful fundraiser for IC baseball , GRBS can sell tables , Bruce has contacts $50 per ticket, includes buffet

1. Possible tribute show Jimi Hendrix or have a local player ie Steve strongman?
2. double feature, CSN, Pink floyd would be good draw

Opportunity for strong revenues

3000 show, 1000 music, 300 socan,

20x 10 table 200 tickets 17x 200 3400 food , $8000 total cost $2000 on ticket, plus merch raffles etc

Discussed calling it an Honour show rather than tribute, consensus was on honour.

Bruce to book hall tentatively, dependant on cancellation policies

Sept 21st tone on a budget Mike Elliot facebook page bourbon cocktail idea beer reps to do sampling 4 events 1 poster for all individual neil to send me info

Gareth announced he submitted resignation to board will fill out term will be off line for next

few months hopes to give more in future.

Board members keep eyes open for new members

Next meeting to be determined. Finishing Strat Plan should be a priority for 2017.

Meeting adjourned