**GRBS Meeting Minutes Nov 12, 2017**

**Attendance**: Bruce, Claude, Abby, Neil, Gareth, Mike, Cheryl

**Regrets**: Brenda, Liz

**Guests**: not today

**Conflict of interest**: none

**Previous minutes**: approved by Abby

**Finance Report**: approved by Neil, second by Neil

**Membership**: approved by Mike, second by Claude

**Emails**: all messages go to Bruce who immediately forwards to appropriate director

**Buzz**: really try to get contact information from the people you talk to so we can send the BUZZ to people and hopefully will get them as a member eventually (current email list of about 600)… the biggest benefit to becoming a member is to ‘keeping the blues alive’, discounts at shows and clinics, raffles, hard copy of newsletter, COULD: contact vendors who might give a discount in their stores… SUGGEST: publication of everyone’s name to acknowledge and thank our members. Renewing and new members… could include on website or include in membership. Recruitment advertisement: promote “keeping the blues alive”… inventive… donation levels.. plaques etc.… Members generally just want to support our cause… possible idea: flashing thank you for new members on Website. We could also pinpoint all major areas that we do… We can add this discussion as a part of our strategic planning in the future. Bruce will check other blues society websites and see what they are doing for their membership.

**Merch**: little discussion concerning merch report, touched on many issues.. to be added to the strategic planning .. motion to accept by Bruce, seconded Neil

**Clinic:** The last one was with Mike Elliott was well attended with positive feedback. The October Clinic with Errol Blackwood was postponed. He added that there is still a problem getting people out (some have had 8-10 but some there have only been 1-4 people) – he asked for ideas to “get people out”. At the very least it would be helpful it all Board Members could share on their social media. Neil is going to meet with Dwayne to review the Clinics.

Bruce mentioned that he has spoken to the owner at Warmington’s and Harmonica Guild in Brantford about hosting another clinic. He noted that at the last clinic there, GRBS split the cost of the artist 50/50 with the owner. Neil said that at the Guitar Corner, artists are given “the door” – as noted sometimes there are only a few people there.… other clinics.. the artist gets the door… the best payout was at Long & McQuade, but they did put a lot of money into adverstising it

**Adult Clinic**:: Neil reported that he and Dennis met with Chris Corrigan (Lancaster Smokehouse) about the Camp on October 25th. Originally it was thought to use a similar format as the “Kids Camp” but after discussion it was felt that adults might be looking for something other than a performance – such as learning techniques. Chris has attended a number of camps so had some good insight and provided a draft of a two day workshop which seemed like a good start. John McKinley has joined Dennis, Neil and Chris to add his expertise as an instructor. Tentative date for the Camp is April 28 and 29 possibly with a “meet and greet” on Friday April 27 – John McKinley Jam. After payment to the instructors and various costs it is thought that any funds remaining could be used as a scholarship for a student going into a music program; sponsor someone at the Kids Camp who otherwise may not be able to attend; bring in a “special guest” for the Guitar Clinic; use funds to defray admin. costs for the Clinics. Details continue to be worked out such as cost.

**IBC fundraiser**: Problem, having trouble making it work, maybe just cancel and pay everyone $100.. the problem is Gary cain is really busy… when he isn’t busy the dates are competing with other major events in the city… Alternatively we can give them all $100 each as a donation… but it is not enough. Need to try Churchill Arms again (Abby)… How else can we help? can we publish his schedule, hold a fundraiser at his events… we can do the door, sell merch, hold 50/50, raffles.. etc. FROM now on… book the fundraisers ahead of time and include more info in the paperwork to the winners… Bruce will try get a commitment from Gary Cain, Claude has the poster ready to be filled in and then printed, get both winners at the same fundraiser, 25% to each player… ADD TO THE STRATEGIC PLAN..

**Newsletter:** Abby will do the first page to promote the website… for the December newsletter. News release with picture… The FUNDRAISER can be on the back page, as soon as it is nailed down. Will include Maple Blues Awards nominees and voting information, full page in newsletter. Carol will forward her article about the interview history from the White Rabbit… she’s meeting with bar owners and doing features on venues… (design as a column) Include Glen Smith from Ethel’s… he is a big supporter.. let’s try Ethel’s if Churchill Arms does not work out. Is the Jamaican ad being paid every year? Ad advertising to the Strategic Plan… Update all ads.. need current info…

**Advertisement with International Blues** …. Everyone is in favour, make sure if Liz did this… note: website will go live Dec 1

**Website**: still needs content! … will be prettier… will forward news release for newsletter, twitter, etc. needs a high res logo.. make it stand out more … ask Liz.. add colour to the nav bar to make it stand out… optimization depends on whatever gadget you are using to view it… need to meet with Fiona to get content links so that Abby does not have to cut and paste…

**Venue List**: check the list, what constitutes a blues friendly venue? What is the areas to include? Radio, vendors, studios??? Add to strategic plan.

**Spring Tribute**: Billy Holiday? Everyone is in support.. Jazz room… Jimmy Boudreau as musical director, who else do we want? Date: Sunday, May 6th, 2018.. Advertise well in advance… seating availability… will someone pay more and have premium seating… membership perk?

**AGM**: Prior to Spring Tribute: Start meeting at noon… doors open for concert at 2pm… show starts at 3? Ensure AGM only goes 1 ½ hours, set up for concert prior to meeting, look for volunteers… if you show up for meeting, you get $10 off the concert fee… and no membership discount for the concert…

**Chapter merger**: They want to get all their ducks in line.. They do not want to start their own board in Hamilton, but may want to become a chapter of GRBS.. We need to look more closely at financial responsibilities etc.… They would not serve on our board… they may come to one of our meetings in January… Ken Wallis could attend electronically (Skype) Bill Urban could attend… need to determine legalities of this merger: need copy of constitution, bylaws, letters patent, etc… REMINDER: there is a confidential place on the website for documents, emails, etc. Positives: membership, Hamilton events, etc… Do we need to look into DIRECTORS ERRORS AND OMISSIONS insurance? We found out early that as a society, we do not produce major shows… they would have to understand that they don’t either, as a chapter…

**Update KBF launch event**: Saturday, april 7th, 2018, at ELEMENTS…

**Next meeting**: Strategic…have a social thing.. but need to work hard as well, lots to do… need lots time.. Dec. 9, 11 am til 4pm SHARP! Same room.. Ordering pizza for lunch.

Meeting adjourned…