

## Australasian Bluegrass & Old Time Music Association Inc.

DATE: 23 July 2013	TIME: 8:00-10.15pm	LOCATION: Teleconference – Australia
ATTENDANCE:	(WM) Will Manovel – Chair, (LD) Lachlan Davidson – Deputy Chair, (GM) Gregory McGrath – Secretary, (BW) Blair Webb – Treasurer, (GB) Geoff Bridgeland, (HL) Helen Ludellen, (RB) Rebecca Bradbury	
APOLOGIES:	Nil	
PROTOCOLS:	Minutes of the previous meeting held on 18 <sup>th</sup> June 2013 were confirmed.	

### 1. Summary foreseeable funds, sponsorships, immediate costs

WM presented:

- Cash assets of \$3000 currently in bank account and a further \$2000 expected to arrive this week (from a corporate sponsorship by Feathertop), bringing to a total of just over \$5000. Current liabilities owing to GB of approx. \$300 and to Angela Whitehead of \$800.
- Other upfront foreseeable funds under negotiation are \$1000 from Snowline and \$1500 from Harrierville Hotel Motel. These funds are paid as contracts in return for putting bands in each pub, rather than donated gifts. A further approx. \$500 each to be paid by November when 3 unit bookings are filled and paid up.
- The Alpine Shire is coming to a decision to give maximum possible funds because Regional Arts Victoria has agreed to match these funds – amounts yet unknown.
- John Tait feels he can definitely raise \$3000 from another Victorian State grant source, but moneys unavailable until October
- Michael Whelan and Michael (from Mountainview) are pursuing the Victorian Arts Minister re further funding – also won't be available until October
- Current true sponsorships have been donated by Pick & Shovel Cottage \$1000 (part of current cash assets); Casbak will donate room fees once Blackwood Lodge fills and has now bought a \$500 lifetime membership of ABOTMA; Feathertop has donated \$2000; Ian Alexander donated \$1000; Mountain Pickers donated \$1000. Awaiting further corporate sponsors from Emma and Bec's efforts, and ongoing marketing and fundraising.
- Immediate costs are printing of 2000 colour promotional flyers/posters designed by Angela for Kelly Pick & Redlands & South Gippsland, Perth, SA, NSW, NZ, etc (\$300-500), teleconference costs (ongoing \$190/conference), cost of publicist Karen Conrad suggested by Lachlan (WM to find out).

### 2. Festival Performers & program to be finalised

GB and LD presented:

We have 21 confirmed contracted bands including Oh Pep and Peter Denahy. Don Rigsby still to return his contract but has definitely confirmed.

- Discussion ensued regarding best format for location and number of venues/sessions/workshops, as well as AGM. Staggering of Friday and Sunday performances/venues between Conference room and Snowline, support for use of Community Hall, and also to allocate band(s) for Avalon at Saturday lunch hour. Avalon to pay a fee for this (Bec will discuss with them, and let WM know so he can email out a contract/tax invoice).
- LD raised a Plan B large venue idea in case we get more than 1000 people – Marquee and School covered area were considered – wait and see from ticket sales feedback

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- GB agreed to redraw and finalise program. WM thanked GB and LD for their work putting this together.

### Resolution:

- No further bands to be accepted for MountainGrass 2013 so Festival Program may be finalised. Proposed GB, seconded GM.

### Actions:

- WM to send performer contract to Peter Denahy asap
- GM to make a public NEWS announcement on various websites about what bands are contracted this year. LD to coordinate with GM to extend to Facebook and Twitter.
- GB & LD to finalise and deliver Festival Program to be placed on MountainGrass website by 30 July 2013
- Promo Flyer bands to be updated by WM and sent to Angela Whitehead
- RB to speak to Avalon and get back to WM re appropriate fee/sponsorship

## 3. MountainGrass Festival Ticket Prices

It was unanimously confirmed that children under 16 will have free entry, rather than issuing family tickets. Also agreed the complexity of discounts for early-bought tickets, was too hard, and may not render results. Also all tickets are to be collected at the Festival Registration Desk (to be set up at Feathertop) on arrival at the festival and throughout the weekend.

Resolution: To issue 2 types of ticket – a single Day Pass (for each of Fri, Sat, Sun) and to issue a whole Weekend Pass. Further to have a discount for ABOTMA members and a full fee for non members, for both types of passes. Proposed GM, Carried Unanimously.

Agreed ticket prices for MountainGrass 2013 noted in the table below:

Ticket type	Members	Non-members
Weekend Pass	\$70	\$98
Friday	\$20	\$30
Saturday	\$50	\$60
Sunday	\$40	\$50

## 4. Appoint Festival Operations Manager(s)

WM asked for volunteers, and HL and RB agreed to be formally appointed to jointly manage/coordinate Festival Operations in 2013. Thank you HL and RB. They are to be supported by all steering committee members and a team of volunteers.

- **Volunteer venue managers** appointed as follows
  - Conference room – Rob Lewis (needs PA and sound operator)
  - Community Hall - Lindsay Clapperton (needs PA and sound operator)
  - Mountainview Retreat Hall – Jim Golding (own PA and sound operation)
  - Mons Meg Room – David Aumann (no PA needed)

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- Sambas Lounge – Andrew Barcham (no PA needed)
- Snowline Hotel – John Werner (own PA, but need sound operator)
- Harrierville Hotel Motel – undecided (needs PA and sound operator)

HL pointed out that a number of PA's and sound engineers/operators would be needed as listed above.

### Actions:

- WM to contact Andrew Barcham and Lindsay Clapperton re venue manager role
- BW to ask David Aumann re venue manager role
- We need to find another venue manager for Harrierville Hotel Motel if bands allocated there
- All committee to find out whether any of the other more local bands can offer a PA (Davidsons, Peter Denahy, Kissin Cousins, other?).
- **Volunteer job lists** drawn up – by breaking down each venue requirements and by reference to the infrastructure costs worksheet in the Financial Analysis and the Event Plan put together by HL; a specific job list can be prepared for each site. Volunteers can then be recruited to perform these jobs or smaller lists and very specific jobs. The idea is to keep the job lists quite short, with lots of volunteers, not having to do too much.  
*(WM's personal note: In this way, we should be able to minimize the number of 'free' festival tickets which WM is loathe to give away, due to concerns about meeting the budget of \$45,000-\$60,000 agreed at previous meeting. Please do not offer free tickets at first instance, particularly if only 1-2 hours of time are required. Volunteering is about doing something for nothing, particularly in this inaugural year. A festival ticket is worth \$98 - that's more than we're paying some bands. This issue is for discussion at next Steering Committee meeting in late August).*
- **Infrastructure bookings made** – these can again be made from the expected requirements on the Financial Analysis and the Event Plan, and by reference back to the Steering Committee by email or at meetings regarding costs.

## 5. Appoint Marketing Manager

WM requested a volunteer and RB volunteered enthusiastically for this role. To be assisted by Emma Hinchliffe. Thank you Bec.

- **Strategies to assist marketing** discussed. Printed flyers, emails, website, facebook twitter, print media, radio interviews all agreed. POZIBLE was thought to be too demanding at this point and not suited to this enterprise. Reconsider next year. HL requested option of bi-tonal colouring for flyers so easier to copy at home. LD & WM suggested printing 2000 colour flyers was also not a huge cost and should happen as well for KCP and Redlands and South Gippsland.
- BW asked for finalised logos for rectangular stickers he will design and print. WM suggested different stickers for ABOTMA and stickers for MountainGrass 2013. A MountainGrass 2014 sticker was also suggested as a good early sale item.
- HL suggested monthly ABOTMA newsletter emails to keep in touch with members, let them know we are doing things. WM suggested an automated monthly email update from ABOTMA. LD & HL suggested pictures were best for Facebook and Twitter, as younger crowd don't read emails so much.

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- RB and Emma are working on local corporate sponsorships from \$75 to \$2000 including Woolworths & Bendigo Bank. Brief discussion of coordinating food stalls, coffee stalls, sausage sizzle and fund raising that could be done by local volunteers.
- Someone suggested contacting Lucky Oceans to interview Don Rigsby about his visit to MountainGrass in Australia.
- GM noted that to date, few email lists had been shared by committee members with ABOTMA. Current list has about 260 on it, mostly sent by WM.

### Actions:

- WM to coordinate Angela with BW to get designs and stickers done.
- WM to update flyer with latest bands, send to Angela to finalise logos, bitonal and multi colour designs, and then get relevant designs to HL, RB, and all Steering Committee members for distribution by email, printing, promotion, etc.
- WM to contact Gary Brown re donation or seed loan funder.
- 'Someone' to contact Lucky Oceans
- RB to refine the written Marketing Plan given to the Alpine Shire by HL, send to ABOTMA-Exec, and delegate specific jobs to volunteers or committee members to complete, as part of the marketing drive.
- RB and EH to coordinate local corporate and global sponsor/fundraising/membership raising/ticket sales initiatives.
- All committee members to assist GM and marketing drive, by sending GM their selected relevant bluegrass and old-time email contacts.

## 6. Website suggestions

- Mountaingrass website – please everyone send to GM:
  - Previous convention photos, also for pasting to Facebook
  - HL suggested a webpage with the 'history of the festival' noting Laurie Grundy as planting the seed with the original idea and location. WM suggested a short '*Reminiscences of Laurie*' in sepia with a photo of Laurie with his banjo at his old home in Porepunkah.
  - List of bands and festival program
  - Sponsors page listed in order of contribution top to bottom. Hyperlink their logos to their websites
  - HL to contact Anna Xeni for photos. WM will send some in too.
- ABOTMA website – looking good; everyone to send in to GM:
  - Portrait photos of Australian bluegrass/old time greats. Eg Donal Baylor, Trev Warner, Chris Jacobs, Rod & Judy Jones etc etc (with permissions asked first as a courtesy please).

## 7. Other business

- Printers – WM to contact Peter Taverner & LD to contact Half-Price Printing for quotes on 2000 flyers and say 100 posters.

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- Paying a publicist - LD to send WM contact for his Melbourne publicist. WM to coordinate costing and delegate to RB.
- WM to speak to Maurrie Llambias to act as Sound Consultant, and advise HL who are best sound engineers/PA's to obtain

**The next meeting of the Association's Executive shall be on a Tue night in late August 2013 at 8:00pm AEST. WM to advise.**

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### END OF MEETING MINUTES

I declare these minutes an accurate record of the matters discussed at this meeting, attended by me, and which may be confirmed at the next interim steering committee meeting.



25/7/2013

Will Manovel  
President  
Interim Steering Committee  
Australasian Bluegrass & Old Time Music Association (Inc.)