



DATE: 18 February 2014	TIME: 8:10pm – 9:40pm AEDT	LOCATION: Teleconference - Australia
ATTENDANCE:	Chair, (LD) Lachlan Davidson - Chair, (GM) Gregory McGrath - Secretary, (GB) Geoff Bridgeland – Program Manager, (HL) Helen Ludellen – Operations Manager, (PJ) Peter Jackson – Operations, (WM) Will Manovel – Non-Executive Advisor	
ABSENT:	Karita Brokenshire – Treasurer, Rob Lewis – Deputy Chair	
PROTOCOLS:	Minutes of the previous meeting held on 17th December 2013 were confirmed.	

1. Recap & Follow up - MountainGrass 2013

- HL:
- Michael Wheelan has completed the acquittal of the RDV Grant, currently being processed.
 - Helen will follow up with Alpine Shire and supply reports in regard to their grant.
 - Melanie Tekin notified of possible funding through Tourism Victoria, closes 1st April, 2014.
 - Community Hall has not yet invoiced for the Hire.

- GM:
- ABOTMA & MountainGrass committees have been separated in two different email lists.
 - John Tait is to follow up RAV grant. HL will check on progress.
 - GM will make available financial report from 2013 event to ABOTMA members online.

2. Forward Planning

- LD:
- Discussion on splitting up the ABOTMA & MountainGrass committee to hold separate meetings:
- ABOTMA executive committee - exec@abotma.org.au
 - MountainGrass Festival operations committee - committee@abotma.org.au
 - Bridging process for ABOTMA to begin handing the festival operations across to the MountainGrass committee and start to focus on other tasks in the bluegrass community.
 - Will Manovel accepts invitation to be appointed as a non-executive advisor to ABOTMA so he is able to attend future meetings when available.
 - LD will email MountainGrass committee to bring up to speed of planning.
 - HL to plan MountainGrass committee conference meeting.

ACTION:

1. HL will head up the MountainGrass committee meetings acting as the correspondent for ABOTMA.

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2. GB, HL, PJ, LD & GM will meet in Harrierville during the Great Alpine Pick (3rd May 2014) to conduct a MountainGrass meeting and speak with local business owners. ABOTMA agrees to reimburse Greg McGrath's flights to attend.

3. Artist Applications & Programming – MountainGrass 2014

LD:

- Discussion of online application-form for artists. Additional fields to be considered to make programming easier.
- Last year analysis & costing was carried out and offers were made to bands who applied, stating a minimum and maximum fee depending on the success of the event.
- Decided not to ask for a preferred fee on the application form.
- Bands to want to come and understand the event. Word of mouth to spread about fees with all bands in 2013 being paid higher than minimum contracted amount.
- MountainGrass 2014 artist applications to be returned to GM, LD & George Jackson (artist director).
- Concerns of musicians doubling up in various bands which will lead to double up of accommodation costs being reimbursed. Members performing in other bands to be listed on each artist application.
- Applications to open right away with a closing date to be set. Negotiations with bands can start before the closing date and will close earlier if too many submissions.
- HL noted we need an Old Time act this year as we lacked in that area of the program.
- LD noted he spoke to George Jackson about his band 'One Up, Two Down' who are in negotiations with Dorrigo Folk & Bluegrass Festival to fly their bass player out from the USA in October. This could be a possibility for inclusion. HL suggested international acts travel costs could be shared with other festival at similar time of year ie. JamGrass, Dorrigo.
- WM noted the Maurie Lambias suggested a reunion of the 'Harrierville Bluegrass and Traditional Country Music Convention Inc' and 'MountainGrass' in 2014. HL asked if JamGrass could run a stage. GM says they're too busy after their events.

ACTION:

1. GM to officially announce MountainGrass artist applications open online as of 19th February 2014. Applications to close 30th June 2014 or earlier depending on number of applications.

4. Budget – MountainGrass 2014

LD:

- Discussion on projected plan for 2014. WM noted we are still chasing \$5000.00 in funds from last years event.
- GM stated we can predict a crowd increase of 10-15% and we need to consider how we will accommodate them and what our ticket pricing will be. LD mentioned accommodation out of town as an option for increased crowds.
- Festival ticket prices are to remain the same for MountainGrass 2014 as the 2013 prices.
- WM states there is a fixed market for bluegrass and further research can be done.

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- In 2013 the ABOTMA committee planned the budget on selling 220 festival tickets. Actual sales were 340 tickets at an average price of \$89. HL stated it was actually 485 ticket sales in total at MountainGrass 2013. This needs to be clarified for the next meeting.
- Agreed the budget for MountainGrass 2014 will plan on 550 festival ticket sales at an average price of \$100 which will bring \$55,000 revenue to the event which is a 13.5% increase on 2013 figures.
- \$55,000 Festival Revenue predicted in 2014 with a plan to spend \$45,000. Last year planned on \$38,000 spend with actual spend of \$28,000. Will need to increase festival spending to increase advertising and production.
- GM has some bills to be reimbursed. Blair Webb was to catch up with Karita to hand over accounting and update signatories. HL will contact Karita to ask where this is at.
- GM states planning a festival to run on ticket sales and not grants is a good way forward. Any sponsors, Grants or Donations will build in reserve.
- WM encouraged keeping local business engagement. No loans at all were taken in 2013 as ABOTMA didn't need to ask those who offered after the event.
- LD to enter figures in budget analysis spreadsheet and send to ABOTMA exec. WM & GM will help set up this budget.
- Tent/Marquee venue is possible at an estimated cost of \$10-15k though the council. Could be suggested the shire donate the tent hire. It would help seat all the acts and help sell the event. Can be erected next to Feathertop. Conference room & Town hall venues noted as too full during 2013 event.

5. Committee Appointments

- Rob Lewis is to check model rules carried over from the last meeting. LD will contact Rob to follow as he is absent.

6. ABOTMA Membership

- GM has asked to reconsider membership fees and categories for 2014. In 2013 since the establishment of ABOTMA there was 63 Full Members, 22 Double Memberships, 20 Band Memberships, 0 Student Memberships. A total of 207 (including individual band members).
- The purpose of Band Membership is discussed. There was 140 members in attendance at MountainGrass as performers in bands and not individually financially attending. It is a way of musicians connecting with ABOTMA to retain a link. Suggest a limit to multi-band hook up members. There is not method in place to get contact details for all band members under the one membership. In 2013 when making offers to applying bands we asked that they purchase a band membership to ABOTMA.
- Need to clarify benefits of performers becoming financial members. Come up with benefits.
- 2014 memberships to open right away and leave out band memberships until further along with festival planning. Single and Double memberships to be same price as 2013.
- PJ to think about potential cash flow ideas to update the membership model/categories.

The next meeting of the Association's Executive shall be on Tuesday 18th March, 2014 at 8:00pm AEST. (note meeting deferred until 25th March 7:00pm AEST)

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.



Gregory McGrath
Secretary, ABOTMA Inc.

ACTION LIST

1. HL will head up the MountainGrass committee meetings acting as the correspondent for ABOTMA.
2. GM to officially announce MountainGrass artist applications open online as of 19th February 2014. Applications to close 30th June 2014 or earlier depending on number of applications.