

Minutes of ABOTMA Executive meeting April 7, 2015

Present: Mick O'Neill, Helen Ludellen, Jenine Abarbanel, Lachlan Davidson

1. Minutes from March meeting

Helen moves to accept, Mick seconds

2. Actions arising from last meeting

- Alpine Shire grant acquittal: finally done! All left is to send them an invoice.
- Schedule for MountainGrass next year.
- Really need someone to take on memberships. Jenine - follow up with Greg on Premise, get membership database and figure out how we're going to handle this later.
- Bank account still being set up. It had been set up incorrectly and now the signatures need to be added again because of the two to sign rule.

3. President's report

Negotiations with the proposed Redlands organisers continued. .

We need a volunteer to process memberships.

4. Treasurer's report -budget

Alan is comfortable with us spending a little more on artists this year.

5. Programming committee report

Lachlan has made an offer to Laurie Lewis. \$4KAU. She accepted. He's booking their flights now.

Helen has invited Rod and Judy Jones to come as guests in 2015 and will also invite Nick and Janet Deer.

6. Website redevelopment - progress: Lachlan

Lachlan getting web designer friend to do a mock up proposed design, and have a look. Jenine, get the friggin' date of the festival on the front friggin' page!

Mick spoke to Mike Kear and he's happy to host both sites for a very reasonable rate as a contribution to the event.

7. Redlands 2015 as an ABOTMA event:

Need to decide whether we are to take this on for 2015 or not.

Decision: While the committee are comfortable with a program that has both bluegrass and some acts that leans towards Americana (to attract a younger audience), (as long as it is instruments), we believe that we are not yet in a strong enough financial position to underwrite Redlands this year. The decision is therefore that we will not to run Redlands as an ABOTMA event this year. Lachlan moves we offer them \$1000 "cash sponsorship" if they put the event on. Seconded and approved.

8. Promotion of our headline acts and our media campaign for 2015



PRESENTING:



Jenine to shoulder tap Kim to put together a media plan and start that, and dig out name of person who approached her last year about helping with that.

Aim to announce our headline acts next Monday. Jenine to draft announcement letter in Mailchimp, and for social media, get those to exec by Friday for approval.

9. **Recruiting volunteers for operational work for the 2015 event** – media, merchandising, site setup and logistics etc.

Jenine to put out an e-mail to membership and ask for volunteers to help.

10. **Meeting at the Great Alpine Pick.**

Helen to send out exact time.

11. **AOB**

Need to get a flyer done asap with headline acts before April 17 so that it can be distributed at The GAP.

Actions arising:

- Send invoice for \$3000 to Alpine Shire Council
- Redlands: Helen to communicate with the Redlands organising committee regarding our decision not to have Redlands an ABOTMA event for this year at least.
- ABOTMA memberships: Jenine - follow up with Greg on Premise, get membership database and figure out how we're going to handle this later.
- Website: Lachlan to approach his friend who is doing the site and get a design up for us to look at
- Helen to invite the Deers to the 2015 festival
- Bank Account: Helen to chase this and see where it is at
- Announcing headline acts: Jenine to draft announcement letter in Mailchimp, and put it on social media
- Marketing plan: Jenine to contact Kimberley to get a media and marketing plan together for 2015 and recruit some help.
- Help for 2015 event: Jenine to put out an e-mail to membership and ask for volunteers to help
- ABOTMA meeting at the Great Alpine Pick on April 18, 2015. Helen to put time and location out.

Next meeting: May 5