

Lehigh Valley Blues Network
Board of Directors Meeting
Location – Emmaus Firehouse
Date- March 13, 2005

Walt Garvin: President
Jim Mertz: Vice President
Don Plowman: Treasurer
Dr Jeff Zlotnick: Secretary

Assembly: Rich Lundberg, John White, Dan Guerrero, Glenn Wasserman
Recorded absent: Daryl Nerl

Agenda approval –

Walt called the meeting to order at 4:45P
Motioned, seconded, Agenda approved.

LVCN Finances –

See attached for details. Estimates:
In Bank \$6800
P&L attached (4) \$2700 in, \$1500 out

Blues for the Giving –

Income: Door- \$795, Raffles- \$485
Expenses: Sound- \$200
Net \$1080 less expenses food raffle tickets,
All thought the Sterling was a good location & Tom (the owner) is very willing to have more blues events there.
Sound was main negative issue. Many attendees and the board were concerned about the volume level & many noted a “ringing” that was quite disturbing. We will speak to the soundman (Moke) for future events

Festival –

Walt was approached by the Palmerton Motorcycle group about having a band perform at event. However, they were not sure what if any payment would be asked for either from us or for the band. Doc Z suggested putting info on web about who would like to perform as it is a fundraiser. The group concurred.

(Note: emails after the meeting have this event turning into a limited jam sponsored by the LVCN)

Membership –

According to Glenn we have ~226 total members currently on our active billing cycles. This should generate a yearly income to the LVCN of ~\$4970.

Also, members can now pay online and even have automatic renewals via credit card. The icon to set this up is in upper right of payment page (PayPal).

Glenn also noted that payments seem to be coming more from credit card via PayPal vs cash or check. This is new phenomenon.

Also, the ladies (Sue Z & Dottie M) are giving receipts for memberships done at door at jam with type payment. This will help us track payments better and will also stop the

issue we were having with members who are not getting their memberships registered. As paid.

As a point of interest, we are getting 2-3 new members at each jam
Glenn also announced that he will be sending out notices for those who are still due. There will also be a 2nd, and a 3rd and final notice. Currently there are 19 open invoices for unpaid dues.

We are running low on blue membership cards. Glenn showed some samples with membership card on letter made via laser printer. These could also contain a welcome letter and even have some marketing information on them. Cost was approx \$0.07 per card/page, but we would need to purchase 1500 to start. There were other multiple card per page set ups that we looked at. While these would cost less per card they would have less room for a welcome letter and marketing. Also there were various thicknesses of the cards. The group consensually approved for Glenn to look into and getting exact costs.

IBTC & Spring Blues Showcase –

This has been tentatively scheduled last week April. Last year we had the national act + the 3 competing acts for the IBTC. As of this date no national act has been booked yet. Jim noted last year we had Curtis Salgado. Jim explained that sometimes we can get the national acts via what is called “routing” at less than their usual costs because our showcase would be scheduled in-between their previously booked acts.

Bands wanting to be in the IBTC need to be aware that they cannot have a professional contracts.

At last year’s event, many left after the showcase before Curtis Salgado stating the event was too long. Suggestions made were:

- Shorter shows by bands: most thought would not be fair to the bands.
- Vote via website: most thought would be popularity contest
- Board picks band: has been done in past but some were concerned that it would cause a controversy.
- Make it 2 separate events.

Need to keep the IBTC away from Easton Blues Festival in June which will be at the Riverside Park. So far Wolfe and Sarah Ayers have been booked there.

Group consensus:

Prefer 2 events: the IBTC on a Thu with the national act on Fri or Sat. The board felt it would like to do the national act at Sterling Hotel if it would be affordable. Jim would also look into having the Spring Showcase on a Sunday at different venue if needed.

The IBTC winning band would open for the national act.

Jim is currently exploring options & acts available for the showcase.

Bands to compete will be determined by Walt from emails and requests that he & other board members have received. Walt stated he would put together an ad hoc committee for this task.

Bluesnet –

Rich has 125 new copies. All others copies have been mailed out.

For the next issue, Rich has been getting info for Mayfair. He also expects some advertising for next issue which should be coming out in mid-April.

The LVBN web site now has a Bluesnet mailbox (bluesnet@lvbn.org) for anything that needs to be published. Glenn discussed using business card ads. These should be less expensive & can be used for members to advertise their own business. Glenn also suggested putting rate cards in mailings to generate interested

Bylaws –

Review is still in process. Committee also will present it recommendations to board before issuing and changes.

Jams –

Dan is working on some new ideas for the Sunday jam.

Adjournment –

Dan motioned, John seconded, and Meeting adjourned. 6:10 PM

Next meeting –

4/17/05 4:30P