



# Sugar Maple Traditional Music Festival

## 2009 Planning Meeting Minutes

<b>DATE:</b> Tuesday, January 27, 2009	
<b>START TIME:</b> 5:31pm	<b>END TIME:</b> 6:30pm
<b>LOCATION:</b> The Edgewater, 666 Wisconsin Ave., Madison, WI 53703	
<b>INVITED:</b> Evan Murdock, Bob Batyko, Mark Schlutt, Deb Riese, Brian Ray, Steve Gotcher, Kirsten Moore	<b>ABSENT:</b> None
<b>PUBLIC ATTENDEES:</b> Ellen Jacks, Jeff Durkee,	

### 5:31 Approval of Tuesday, January 6, 2009 Minutes

- Motion to approve Tuesday, January 6, 2009 Minutes by Evan, second by Bob carried unanimously.

### 5:35 Adopt Agenda

- Location changed due to booking at the Frequency.
- Motion to adopt agenda as presented by Evan, second by Brian carried unanimously.

### 5:36 President's Report

- Evan announced the election of Brian to the board as of Tuesday, January 20 via Email correspondence.
- Steve has solicited seating on the board of directors via formal letter.
- **Action:** Kirsten will solicit seating on the board of directors and the officer position of secretary.
- Election scheduled for Tuesday, February 17, 2009.

### 5:38 Google/Web site Orientation & Update

- Agendas and minutes will be submitted via [fltmc@googlegroups.com](mailto:fltmc@googlegroups.com) for distribution to members of the FLTMC Discussion Group, posting on the FLTMC Discussion Board on Google Groups, and linked on the [www.sugarmaplefest.org](http://www.sugarmaplefest.org) Web site calendar of events.
- **Action:** Brian will send Kirsten all FLTMC login information for record maintenance.
- Brian, Bob, and Kirsten have access to the [www.sugarmaplefest.org](http://www.sugarmaplefest.org) Web site as contributors. **Action:** All other FLTMC board members should register at the Web site for Brian to grant contribution permissions. Ellen, Jeff and Jef Pertzborn may also register for contribution permissions. All postings are screened by Brian for approval.
- Music content should be sent to Steve for newsletter formatting prior to posting on Web site. Steve has requested all correspondence be sent to [bebopaudio@tds.net](mailto:bebopaudio@tds.net). **Action:** Steve will set up deadlines for newsletter submissions.
- **Action:** Steve or Evan will draft a call for volunteers and sponsors for the Web site and submit to Brian to post.
- **Action:** Brian will include a PDF of the current FLTMC sponsorship brochure on the Web site posting regarding volunteers and sponsors.
- **Action:** Brian will add Ellen to the [FLTMC@googlegroups.com](mailto:FLTMC@googlegroups.com) distribution list.
- **Action:** Brian will check that all necessary parties are registered for the FLTMC Discussion Group via Google Groups.
- Email Brian at [fourlakesmusic@gmail.com](mailto:fourlakesmusic@gmail.com) for questions regarding Google or the Web site.

### 5:58 Sponsorships Update

- Action Item Update
  - Isthmus -- Evan: **Action in progress**
  - AmericInn -- Evan: **Action in progress**
  - Whole Foods -- Mark: **Action in progress**
- Other Updates
  - AFSCME may not sponsor this year due to lack of contact person.
  - **Action:** Ellen will write up a TAA-Madison solicitation for Deb and Evan to review.
  - **Action:** Deb will post an updated 2009 Sponsorship Prospects list to GoogleDocs when ready for review. Jeff and Evan are working with Deb to create a clean list.
  - The obligation to credit sponsors on the Web site is fulfilled at the end of the FY of donation.

**6:05 Grants Update -- Deb and Evan**

- The DCCAC Grant is due postmarked Sunday, February 1, 2009. Action: Mark will send the federal letter of nonprofit determination with Chris Schlutt on Wednesday, January 28 for Kirsten to send to Evan.
- The Evjue Foundation Grant is due postmarked Sunday, March 15, 2009. Please send Roots & Reasons stage ideas to Deb to include in the grant proposal.

**6:10 Marketing Update -- Steve**

- Action: Brian will send Steve the Email distribution list.
- Steve is investigating Travel Wisconsin at <http://tourism.state.wi.us/> and Greater Madison Convention & Visitor Bureau at [www.visitmadison.com](http://www.visitmadison.com) for posting.
- Action: Ellen will pass Facebook group administration duties to Steve.
- Action: Bob and Steve will discuss promotion of the James King Show.
- More information regarding art timelines to follow in Other Business.

**6:16 Music Committee Update -- Bob -- POSSIBLE ACTION**

- Sugar Maple Concert Series
  - James King, March 18, 6:00-8:00 p.m. Frequency: Tickets are set to sell \$8 advance, \$10 door.
  - Sugar Maple Kickoff, TBA
    - Ideal dates for kickoff include April 18 or 11 (May is also a possibility). Ideal venues include High Noon Saloon and the Harmony Bar. Start time estimated at 9:30 p.m.
    - Ideal artists to recruit include Art & Stephanie and Sloppy Joe.
    - Early Bird priced tickets for the Sugar Maple Traditional Music Festival will be available.
    - Action: Bob will pursue acts and venues as per above and keep the board apprised via Email.
- Sugar Maple Traditional Music Festival
  - JD Crowe Update: Contract pending.
  - Savoy Family Update: Accepted offer. Considering accordion workshops for Roots & Reasons stage. A Cajun dance instructor/leader needs to be recruited to bill as Cajun dance set.
  - Other Updates
    - Shotgun Party: Accepted offer.
    - Robbie Fulks & Robbie Gjersoe: Accepted offer.
    - John Chimes: Offered.
    - Goose Island: Offered.
    - Mal-O-Dua: Offered.
    - Action: Brian will pursue access to a piano.

**6:42 Other Business**

- **Art timeline**
  - Meet with Allison
  - Allison submits poster renderings
  - Poster renderings reviewed at board meeting
  - Bands are added to final copy
  - Tickets are designed and printed by Kinkos
  - Port-To-Print's first printing of posters in February is a short run
  - Larger run for second printing when lineup is firm
  - Action: Mark will pass contacts for art and print to Steve for follow-up.
- Action: Bob will contact SWBMAI to firm up potential sponsorship for advertising purposes.

**6:50 Schedule Next Meeting**

- Tuesday, February 17, 5:30-7:00, The Edgewater Hotel
- After the draft agenda is posted, meeting locations and dates are firm unless the secretary is notified of necessary changes by 12:00 p.m. the day the meeting is scheduled. If the meeting location or time needs to change after 12:00 p.m., attendees are to meet at the published location and time prior to relocating.

**6:57 Motion to adjourn by Mark, second by Brian carried.**

**Four Lakes Traditional Music Collective Board of Directors**

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Evan Murdock  
President

Bob Batyko  
Vice President

Mark Schlutt  
Treasurer

Deb Riese

Brian Ray

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**OUR MISSION STATEMENT:** *Four Lakes Traditional Music Collective is a nonprofit organization supporting the art of traditional music and dance throughout the greater Madison community. We provide educational and performance opportunities that bring together people of all ages to celebrate diverse musical traditions.*

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