

Minutes of the IBMA Board of Directors Meeting May 22-23, 2017

The first day (May 22) was a facilitated strategic planning session led by Hap Cooper and Greg Conderacci of Prospect Street Consulting.

Members Present: Joe Mullins, Bree Tucker-Myers, Wayne Taylor, Regina Derzon, Stephen Mouglin, Steve Martin, Bob Webster, Becky Buller, Mike Drudge, Denise Jarvinen, Ben Surratt, John Goad, William Lewis, Mike Simpson, Jamie Deering, Alan Tompkins, and Silvio Ferretti, Marian Leighton Levy. Jeremy Darrow attended the first day.

Others Present (first day): IBMA Staff - Paul Schiminger, Executive Director; Eddie Huffman (Convention Services Director); Amy Beth Hale (Member Services Director); and Kelly Kessler (Communications & Professional Development Director). Also attending were Laurie Okun (Raleigh Convention Center – RCC) and Loren Gold (Greater Raleigh Convention and Visitors Bureau – GRCVB) (Second day): Paul Schiminger and Holly Gregory (Sidley Austin LLP).

Monday, May 22, 2017:

Board Chair Joe Mullins welcomed everyone to the meeting and introductions were made. (8:33 a.m.)

The Raleigh Local Organizing Committee (LOC) Chairs -- William Lewis (PineCone, the Piedmont Council of Traditional Music), Laurie Okun and Loren Gold presented their report. (Handouts) They gave an overview of the history of IBMA in Raleigh and detailed the structure and operations of the LOC. Handouts provided details about the committee structure and descriptions of each LOC sub-committee along with budget information. The group gave an overview of the new offerings of “Wide Open ‘BlueSky’ and ‘GreenGrass’ Experience” packages beginning in 2017. (Handout) Loren Gold described the economic impact methodology used.

The Strategic Planning session commenced at 10:00 a.m. It was facilitated by Hap Cooper and Greg Conderacci. The session concluded at 5:00 p.m.

Tuesday, May 23, 2017:

The meeting was called to order at 8:35 a.m. by Board Chair, Joe Mullins. Joe Mullins introduced our *pro bono* attorney, Holly Gregory (Sidley Austin LLP).

It was MOVED by Alan Tompkins and SECONDED by Becky Buller that the minutes of the March 30, 2017 Board Teleconference Meeting be approved.
VOTE: The motion passed unanimously.

It was MOVED by Stephen Mouglin and SECONDED by John Goad to enter executive session, along with to discuss Bylaws proposed changes. The motion passed unanimously.

It was MOVED by Stephen Mouglin and SECONDED by Ben Surratt to leave executive session. The following was reported from Executive Session:

It was MOVED by Alan Tompkins and SECONDED by Mike Drudge to approve the changes to the Articles of Incorporation as presented by Attorney Holly Gregory. (NOTE: In Jeremy Darrow's absence, he will be contacted to confirm his agreement.) The MOTION passed unanimously.

It was MOVED (Alan Tompkins) and SECONDED (John Goad) to appoint International Bluegrass Music Museum (IBMM) Executive Director as an ex officio member of the IBMA Board. To clarify, it is hoped that the International Bluegrass Music Museum will reciprocate by asking the IBMA Executive Director to be an ex officio member of the IBMM Board. The MOTION passed unanimously.

Ben Surratt presented an update of the Sound Engineer Award Task Force. (Handout) Joe Mullins presented an option to present the award to a recording engineer and a live sound work on alternating years. Ben recommended the award should be for live and/or recorded combined. The voting process shall be: (1) Call for submissions from membership; (2) A special selection committee is selected to review the submissions from membership and will choose an appropriate number of people (to be determined) to be on a ballot; (3) consistent with other Special Awards categories, the award recipient will be selected by the Panel of Electors in a one-round vote. The new procedure will begin in 2018.

(Break for lunch at 12:08 p.m. The meeting resumed at 1:00 p.m.)

Paul Schiminger presented the report of the Executive Director. The Membership Report (prepared by Amy Beth Hale) was presented. A detailed list of number of members by year (going back to 2007) and by category was given to the Board. (Handout) The communications update (prepared by Kelly Kessler) was presented. (Handout) A draft of the latest proposed amendments to the current agreement between IBMA and the International Bluegrass Music Museum (IBMM) was presented. Work continues on the amendments. (Handout) Paul announced that the audit continues and the field work should be completed in a few weeks.

Paul presented the financial report (Handouts). The report included a comparison of World of Bluegrass for years beginning 2011-2012 through 2015-2016 and 2016-2017 actual to date compared to budget. (Handout) The Board discussed way of instituting a dynamic pricing structure for the Awards Show to increase ticket sales and encourage attendance. The Finance Committee will be re-formed and will take a closer look at the entire WOB financial structure. Paul was asked to detail any specific items for concern in the entire financial report. He stated that that revenue from festival tickets, Awards Show tickets and membership revenue was of concern. Additionally, the staff had made a thorough examination of areas where expenses can be reduced for WOB. More is being spent on accounting and audit than anticipated. Renegotiation of staff health care benefits saved some money.

The World of Bluegrass update was presented. (Handouts) William Lewis gave an update on the Red Hat Artist schedule. Paul Schiminger presented the to-date ticket sales report along with a comparative sales report (2014-2016). Trends for the prior few years were illustrated. A WOB 2017 timeline was given to the Board. The Press Release and Promo Schedule was reviewed. The WOB Sponsorship Update (as of 5/17/17) was reviewed.

Paul Schiminger presented a spreadsheet detailing the awards structure and process. There are 17 Main Awards, 6 Special Awards, 8 Momentum Awards, 5 Distinguished Achievement Awards and 3 Hall of Fame Awards. There are multiple rounds of ballots for these awards. A lot of hands-on staff time is necessary to handle the entire process.

(Alan Tompkins left the meeting at 3:00 p.m.)

Paul Schiminger reviewed the status of negotiations with Raleigh for 2017-2020. Approximately 195,000 people went through the StreetFest last year. The Board discussed the impact the StreetFest has on the event at the Red Hat

Amphitheatre. In the absence of a sell-out of tickets, an increase in ticket pricing is not possible. The current contract goes through 2017. We are hopeful that the new ticket options and lineup will enhance the experience for attendees and grow the event's success. We will enter into negotiations for 2017-2020 with Raleigh.

Joe Mullins discussed a new Trust Fund fundraising opportunity during the StreetFest that has been verbally accepted by the LOC. IBMA will have a booth at each of the StreetFest stages in Raleigh to gather donations for the Bluegrass Trust Fund and encourage IBMA membership.

We will be asking the Leadership Bluegrass Alumni Committee to help with securing knowledgeable people to staff the collections. General information about IBMA and membership therein will also be provided.

New Business

Silvio Ferretti and Mike Drudge explained the problems of international bluegrass musicians being denied visas. A visa is required even when a musician is not working for pay. Paul Schiminger is investigating the possibility of securing some attorneys who may be able to help with the visa problems.

Joe Mullins described the current Hall of Fame Committee. Annually we have 2 inductees in an open category (12 to 15 nominees for consideration; top 2 will be inducted following a ballot process). Every other year, one candidate is selected from the Early Contributors category, alternating with the non-performer category every other year. The committee desires to hold a Hall of Fame special election to select a group of deceased, Early Contributors, performing and non-performing, to be inducted in 2018.

Assembling the list of nominees and the balloting with the panel of electors should happen in the first quarter of 2018 and be completed by the end of March, 2018. Balloting should be done outside of the regular balloting/voting season to alleviate impact on the staff. The actual induction ceremony would be held at the new International Bluegrass Music Museum in the summer of 2018, separate from Raleigh (WOB) events. The ceremony could be tied in with the opening of the new International Bluegrass Music Museum.

It was MOVED (John Goad) and SECONDED (Wayne Taylor) that IBMA facilitate a special election of early contributors for Hall of Fame induction in

2018. The process and number of inductees will be announced later. The motion passed unanimously.

Discussion of the Video Award proposal presented by Liza Levy will be moved to the fall Board meeting (Handout). Ms. Levy will be notified.

New Board member mentoring – Regina Derzon and Paul Schiminger will assemble a new board member “kit” to be continuously updated and distributed to new board members. Further discuss will be held on a possible Board member mentoring program will be drafted by Regina and Paul.

It was MOVED (Ben Surratt) and SECONDED (Becky Buller) to approve the Board Nominating Committee as announced by Joe Mullins and Stephen Mouglin. Stephen Mouglin will chair the committee. Other members are Mike Drudge, Jamie Deering, Darby Brandli and Tony Watt. The MOTION passed unanimously.

Action summary: A telephonic meeting will be conducted to approve the Bylaws. The budget will be drafted and distributed to the Board for review and approval. Sponsors will be acknowledged appropriately at the conference.

It was MOVED (Mike Simpson) and SECONDED (Bob Webster) that the meeting be adjourned. VOTE: Passed unanimously. The meeting was adjourned at 4:54 p.m. Central time.

Respectfully submitted,



Regina Warner Derzon

Secretary

APPROVED: June 28, 2017