**Making Music Concert Series Committee**

**Meeting Minutes**

**Tuesday, April 27, 2023, 5:00 p.m.**

**Kirkwood Community Center**

**IN ATTENDANCE:** The meeting was called order at 5:08 p.m. Erika Whittaker, Mike Malloy, Art McDonnell, Bob Mosby, Rachel Brandt and Kyle Henke in attendance.

1. **APPROVAL MEETING MINUTES**

Bob Mosby made a motion to approve the minutes from the March 14, 2023 meeting, and Rachel Brandt seconded the motion. All approved and the minutes were passed.

1. **DISCUSSION TOPICS**
2. We reviewed the band lineup for the upcoming 2023 concert season.
3. Marketing/Publicity Tactics
   1. Erika will design business cards and order 1,500 from VistaPrint (Messenger cannot be competitive).
   2. Erika will design season brochure and poster (to be printed by Messenger).
   3. Mike and Art volunteered to hang posters around town prior to the first concert.
   4. We will hand out season brochures and business cards at Cars & Guitars.
   5. Erika will reserve ad space in WKT for all concerts (9 total ads) – Erika to design ads and provide them to Peg Most at WKT prior to each concert.
      1. Art approved the use of $437 for a 1/4-page ad in the WKT’s Summer Community Calendar.
   6. Rachel volunteered to provide the season schedule and copy to Katherine Hessel for City Facebook page and KAC webpage.
4. Volunteers: Zoe has recommended a couple of volunteers to help hand out brochures and collect donations at the concerts. Erika will follow up.
5. Hospitality Station: Erika will provide beer and water to each band in a cooler to be placed “backstage”.
6. Amphitheater Updates: Kyle said that Russ Hawes could “take care of” some of the lighting at the amphitheater over the stage and in the back of the venue. Specifics were not known at this time.
7. **ADJOURNMENT** – The meeting was adjourned at 5:50 p.m.