

3-24-10 TCC Topanga Days Board Meeting Notes

Round Table discussion about music.

Brooks and Amit spoke about booking the Underground. They propose a hip-hop artist Acey the Program Director from hip-hop philosophy.com. \$1000 cost for him and his show. Other bands at no cost. Talent including Double K, People Under the Stairs, ACLO. Vision: fun artists, recognizable artists, local artists. Would also like \$150 per day for backstage supplies.

Amit mentioned he had found that P-Funk was available for \$25K; Kebmo also available for \$25k.

Tom envisions the inside stage as a mellow balance to the Underground. Smaller groups and individuals, belly dance troupe, solo folk artists, jazz combo. A break from the loud venues elsewhere. Announcements, prizes, competitions: baby derby. Proposes pay each band member \$50, envisions approximately 75 paid artists (approx. \$3,750).

Adrian said she would like to see the show maintain the level of cache reached last year. Would like to see recognizable names, but smaller drawing artists OK.

- Scheduling: Brooks, Amit and Tom to work with Jayni to ensure no duplicate musician scheduling, etc.

Andrea proposed cutting the music budget. 2009 budget amount was \$55k less \$9k in additional beer given by the sponsor in response to the bigger name headliners that would not have been given for lesser-known artists, net outgo was \$46k. Proposed reduction to \$36k this year.

Andrea suggested a band she has seen composed of former members of Steppenwolf: Mad Dogs. Price unknown.

Jane described her experience in 2009 that putting big headliners Saturday and Sunday will bring more people than the "slow start" fairs of years past. She commented that the agent's list seemed full of oldies and more modern artists should be sought.

Monica asked if the big names had indeed brought more people? Andrea confirmed that attendance numbers set records for Saturdays and Sundays. Jayni asked how could that be shown to directly relate to the bands? Andrea said that exact numbers were impossible to determine but there was a definite increase in attendance numbers and presale tickets due to the name bands.

Monica continued that she believed fabulous bands and musicians will play here for free to benefit the house, focus the money towards name bands to get people to come, buy tix, beer, and food. Noted that the age group median is about 30 years; oldies are too outdated. Use money for people with draw, other bands will play for exposure. Find sponsors to pay for bands. Sponsors will pay more for bigger names. Limited time remains, promotion opportunities are running out.

Jaime said he felt there were plenty of local musicians happy to donate their time to support the community house; that if any local artists were to be paid, it should first be those who have consistently stepped up to play for free time and time again with at least some degree of proven success; and that there was particularly no reason to pay local artists who have not donated their time or energy in any way to the community house or the community in general, unless that artist has more than enough of a draw to justify their fee.

Public portion of the meeting ended.

Closed Board Meeting

Decision made to discuss items needing vote on Thursday:

- Available t-days budget
- Music Portion
- Acts that could be confirmed