

11-17-10 Blues Fest meeting

Meeting began with a review of the proposal as presented.

Concerns: size of event. Haste to get going.

Commitment for long term very difficult if not impossible to do

County permitting – they will have to obtain.

Mark: would like to see Chris have more involvement in the organization process.

Tit-for-tat help with performance at T-days.

5000 persons – is it possible to have that many – or more? Is there an official limit?

TUP for t-days says 2000 per day.

Suggest 3000 – 4500 on TUP application.

Traffic: shuttle from valley.

Guarantee: percentage with minimum \$20K seems OK.

Turn-key: Board and TCC employees will have some responsibility, no matter how much can be handed off. What is extent of involvement.

Dates: late summer better. September 17-18, October 8-9

Prefer October 8-9

Times: noon to 7pm to get traffic in and out before too late.

Concern about locals sneaking in.

Concern about how it affects the neighbors – inform and forewarn without “asking”, i.e.: “We’re planning this event, come to meeting if you want more info.”

Ask County for support too. 2-prong approach: we need the funds, and county needs to support cultural activities like this.

Meeting with promoters week after Thanksgiving; introduce to Members at following General Membership meeting.

Promoters to see if County will give permission.

*Adrian moves to support the project pending resolution of all issues such as County approvals and particular contract language. Second by Jaime. Unanimous.

Define “Founders” as Chris Robinson, Ryan Jensen and Brian as per p. 6

P. 7, change “own” to “Co-own”.

P. 23, change “Venue Fees” to “TCC Profit Share”.

Include TCC logo on all advertising and promotional materials

Minimum revenue amount TBD

Consider smaller % of gross rather than % of net, or whichever is greater

Such as: 10% of gross or 20% of net, whichever is greater, with \$35,000 minimum guarantee.

(based on Rental costs: Weekend days at \$10,000 each, previous weekend and Fridays \$2500, weekdays \$1000 each. Total \$34,000)

P. 21 change “agreement to evaluate long term lease pending outcome of first year’s event”

Escrow funds for potential damage repair, setup, cleanup, rentals, etc.

Must have event and \$5M liability insurance.

Must provide certain number of comp tickets for neighbors and other VIP's.

p. 18 under marketing add "sponsorship marketing and talent (artist's websites, etc.) marketing

p. 22 no financial risk ADD "or expense to the Club. Founders to pay all expenses, including upfront fees, costs, sales taxes and other taxes."

* Next steps:

1. Jaime to Inform Founders that we are moving forward, invite them to attend next Board meeting and next General meeting, and that we want Chris to come.
2. Adrian and Jaime to go through T-days and Planet Topanga contracts to hash out preliminary.
3. Jane to consult with Ron Lebow with finished contracts and look for what might be missing.
4. Adrian and Mark to conference call Susan Nissman about County involvement.
5. Andrea to call insurance agent about requirements.
6. Adrian to write letter for neighbors.

* Andrea moves to make Karen Cooke's raise effective on November 1, 2010. Second by Adrian. Motion passes, 4 ayes, 1 nay.

* Andrea moves that the Funksgiving event adhere to Planet Topanga guidelines with an 80-20 split, but with the exception of an \$800 budget as previously approved. Second by Jaime. 2 ayes, 1 abstention.

Amit requested to earn money from this event.

* Adrian moves that the Funksgiving event production does not meet the significant benefit guideline for payment to a Board member, so we are denying Amit's request for compensation. Second by Andrea. Discussion revolved around the "benefit" of encouraging Amit to continue producing events here vs. establishing perception of Board members lining their own pockets. Motion passed, 2 ayes, 1 opposed.

Meeting adjourned, 10:45 PM.