

**Village of Salado**  
**Salado Municipal Building**  
**301 North Stagecoach Road**  
**Salado, Texas**  
**Minutes of the Regular Meeting of the**  
**Music Friendly Community Advisory Board**  
**January 9, 2024**

The Music Friendly Community Advisory Board (MFB) was called to order at 4:00 p.m. by Richard Paul Thomas. The meeting was conducted in person.

Board members present: Richard Paul Thomas, David Seward, Tim Flanagan, Randy Duncan, Kat Meloy, Tyler Bearden, KD Hill. Staff present were Andrea Howard, April Walker-Davis, and Manny Delarosa. Aldermen Paul Cox and Bert Henry were also present.

1. Consent Agenda
  - a. December meeting minutes approved unanimously.
2. Chair's Report
  - a. Grammy voting happened last week in preparation for February event.
3. Staff Report
  - a. Social Media
    - i. April reported the targeted ads for the Networking event and the general ad have been successful. They ran January 3-9 and \$250 was spent across Facebook and Instagram.
    - ii. Facebook followers have increased to 801. An Instagram account was created and is gaining followers (20 to date).
  - b. Budget
    - i. Andrea reported that Tim was reimbursed for the conference expenses in Houston.
    - ii. \$3,000 is what the board decided to spend on advertising from its budget this year. \$250 will be spent on digital advertising for the survey, February 1-12.
4. Discuss and possible action regarding the following:
  - a. Future dates for the Salado Music Friendly Community networking events. Lucy's Icehouse will host in March. They will go over the survey results. Tyler has three musicians to lead a jam session. Food and beverage will be available.
  - b. Future special programs, dates, location, topics, and speakers. The Board will check attendance rates before spending money and resources on special events. The board is waiting to see attendance numbers before planning any special events. David will take the lead on any seminar planning.
5. New Businesses
  - a. Online survey for additional information on music friendly initiatives was updated by David and Andrea.

- i. David noted, "Our board serves the community so we need to know what the people actually want." David inquired whether survey results could be shared with the business community, chamber of commerce, organizers to see where their advertising dollars should be spent, how and where people are spending their time. Village Administrator, Manny Delarosa, said the easiest way to do that would be to publish the results on the Music Friendly Community website.
    - ii. Results can also be shared at networking events. The new survey will be distributed at tonight's networking event.
  - b. Porch and Planet Fest, April 20, 2024.
    - i. Guest Buddy Schwab said he enjoyed 2023 and wants to partner to host his BBQ event on the same date again. He will start at the First Baptist Church and go north. He raised several thousand dollars last year for cancer research.
    - ii. Board members decided to invite dessert type food trucks to Porch and Planet to avoid competing with the BBQ fundraiser. Board will need to coordinate with Buddy on locations.
    - iii. Randy and Tyler volunteered to serve on the Porch and Planet committee with Richard.
    - iv. David suggested crossing the highway to see if Axis, Longbow, Dominoes and Johnny's would like to participate.
    - v. April is working on advertising graphics and will have them for review at February meeting.
  - c. Planning discussion for Make Music Day on June 21, 2024.
    - i. Randy wants this to be a Village wide event.
    - ii. Tyler suggested a morning event at Pace Park. Ideas include BYO instrument, drum circles, kazoo bands, partnering with the Salado Public Library for a children's craft, food trucks, and contests.
    - iii. Andrea will check availability of Pace Park and when to order the free instruments. The board paid \$325 to Make Music Day to be an official participant and gain their resources.
  - d. Possible community events in the future include the ribbon cutting at the playground, international music day in October, potential event at College Hill.
- 6. Adjournment
  - a. Tim moved to adjourned and Randy seconded. The meeting adjourned at 4:55 p.m.

Recorded by:

KD Hill

These minutes approved on



Approved by:

02/13/24



  
02/13/24