

Village of Salado
Salado Municipal Building
301 North Stagecoach Road
Salado, Texas
Minutes of the Regular Meeting of the
Music Friendly Community Advisory Board
February 14, 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 was April Walker-Davis. Aldermen Paul Cox was absent.

1. Consent Agenda
 - a. January meeting minutes approved unanimously.
2. Chair's Report
 - a. Richard reported on updates about Porch and Planet (P&P) event.
 - i. Only dessert trucks will be invited to avoid competition with BBQ fundraiser and local restaurants.
 - ii. Board can ask Village to supply trashcans. Board will also ask BBQ people to provide trash cans.
 - iii. Environmental groups will be invited to the Civic Center to provide more "planet" activities and information 9 a.m. – 5 p.m.
 - iv. April will find out if a Junk Band is available for booking and how much they cost.
 - b. Make Music Day conference call with regional groups will be 2/15/24. Richard and David plan to call in and get more information.
3. Staff Report
 - a. Social Media
 - i. April reported Facebook has 903 followers and Instagram has 58.
 - ii. Brand refresh with new graphics is on going. Targeting women, Salado, and women in Salado. Awareness is growing.
 - iii. The account will start "following" musicians and venues to encourage more interaction and support those entities.
 - b. Budget
 - i. A monthly budget update will be supplied at each board meeting.
 - ii. David asked for clarification on where any money earned (through hypothetical merch sales) would go. April is checking if it would go to the board's budget or into the general fund.
 - c. Audience survey
 - i. Results from first month were shared. Staff recommends shifting the survey to Google forms as the Village website is cumbersome.

- iii. Randy moved to order 1,000 more business cards. David seconded. All voted in favor.

6. Adjournment

- a. The meeting adjourned at 5:12 p.m.

Recorded by:

KD Hill

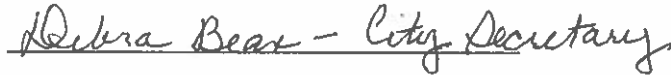
These minutes approved on 3/21/24

Approved by:



Richard Paul Thomas, Chairman

Attest:



~~Andrea Howard, Village Assistant Administrator~~