February 10, 2011 Janelle West

TMLA Business Meeting
Philadelphia, PA
Thursday, February 11, 2011, 5:00p.m.
Loews Hotel

Present: Cari Alexander, Mark Blair, Katie Buehner, Duane Carter, Reed David, Bruce Evans, Michelle Hahn, Bruce Hall, Jean Harden, Ralph Hartsock, Jon Haupt, David Hunter, Andrew Justice, Tina Murdock, Anna Perkins, Felicia Piscitelli, Alisa Rata Stutzbach, Sheila Torres Blank, Langston Bates, Janelle West

1. Call to order: Tina Murdock called the meeting to order at 5:05p.m.

2. The meeting was opened with introductions of each member present, followed by an introduction of Jim Cassaro, who came to speak to us about funding for the 2012 MLA convention in Dallas.

3. Funding: Jim Cassaro suggested that the chapter may wish to make a donation of $1500-2500 to MLA, as other chapters have done. He also presented us with several fund raising options, including individual and institutional donations, corporate patron/member donations (e.g., Theodore Front), and local businesses. Jim and Tina will send out letters indicating various costs in order to give an idea of the need. We have until the end of July to determine our costs and funding needs. Tina stated that we might want to work on making the conference less expensive. She then collected names and affiliations of the meeting attendees, asking as well for any additional ideas of specific funding sources, noting that donations will be tax deductible.

4. Local arrangements events: Tina announced that the Dallas Symphony Orchestra will be providing the Dallas local arrangements concert. Tickets will possibly be as low as $20, and the reception will be held before the concert at the Meyerson, at no extra charge to attendees. There will be a cash bar and a pre-concert lecture. As for the banquet entertainment, options discussed included asking the MLA big band to play for the entire banquet rather than cocktail time only, hiring a group such as the Light Crust Dough Boys or Brave Combo, which would possibly be too expensive at around $5000, or simply piping in local music recordings during the banquet. Tina pointed out that we are obligated to have the banquet in order to meet our food spending quota at the Fairmont, so foregoing hired entertainment would help to cut costs. She also noted that some comments from the meetings task force survey, as well as individual comments and observations over the years, have indicated that a number of members would like to have more quiet discussion time available at the banquet, rather than bands which tend to be very loud. While the last several years have included dance bands, the number of people who actually dance is relatively small, and many people leave the banquet when the music and dancing start. Tina called for a vote, and the chapter voted not to hire live entertainment but to offer the big band the option to perform for the banquet, rather than the cocktail party, if they are favorable to the idea. Otherwise, recordings may be played over the loud speakers during the meal.

5. Funding revisited: Given the vote to forego hired entertainment at the banquet, the main funding need will be for food costs at the Meyerson for the local arrangements concert/reception. Higher fundraising could translate to lower registration rates, and meeting attendees began the funding drive by voting to make a chapter donation of $1000.

6. Tours: Possibilities include a walking tour of the Arts District and a tour of Dallas Public Library; these and many other tour options would be easily accessible by DART or on foot.

7. 2012 annual meeting logo: Three possible logo designs were presented: 1) a "D" with "MLA" embedded in it, 2) the Winspear with a cowboy hat embedded in it, and 3) a ferris wheel with "MLA" embedded in it. It was agreed that these three were sufficient choices. Discussion was that the ferris wheel and Winspear logos might not be recognizable to non-Texans; a vote was taken, and the winning logo was the "D" with "MLA" embedded in it. Logo coloring may be modified.

8. Plenary session: Ideas included an oral history session with Morris Martin, and a Dallas music panel, with discussion representing multiple genres. Both ideas were supported by the group, and the possibility of oral history as a stand-alone session was raised. The group agreed to further discuss and come to a consensus via e-mail.

9. Saturday invitation: Katie Buehner and Andrew Justice presented a preview of the MLA 2012 promotional video, "David Does Dallas," much to the delight of the group, and attendees were reminded to arrive early for the MLA business meeting to collect handouts and giveaways to distribute after the video.

10. A motion was made to adjourn and seconded. The meeting was adjourned at 6:08p.m.

Respectfully submitted,

Janelle West

Secretary/Treasurer, MLA-Texas Chapter