



GENERAL BODY MEETING

Date: March 3rd, 2020

Location: Senior Citizen Center

Time: 7am - 8am

Members Present:

AM: Maria Zepeda, Anthony Brown, Jack Stob, Iris Jandreau, Aerial Martens, Dan Curry, Cole Grant

LUNCH: Valley Lopez, Jolene Lamon, Keith Hardin, Charlie Pickett, Audrey Burns, Maria Zepeda, Callie Morris, Anthony Brown

PM: Jackson Holte, Dwayne Parton, Hudson Therriault, Jack Stob, Dylan Dywer, Kyle Curtis, Jake Whitecar, Aerial Martens, Cody Call, Joshua Pitt, Elijah Fisher, Will Copelan, Alana Damron, Daniel Curry, Merissa Underwood, Maria Zepeda, Anthony Brown

TOPIC | Promotion in Social Media

ICEBREAKER QUESTION: What does MAMA mean to you? What can it mean to the community?

- MAMA has provided a community and ability to create relationships while providing Missoula and Montana with a wide range of opportunities.
- Provides a different lense to see Missoula with even for those who grew up here.
- MAMA fosters a sense of togetherness and gives people a shared wealth of knowledge and open communication in the community.
- “Nothing but nurture...and music for the good for the people”.
- MAMA provides opportunities for advocacy and the chance to teach musicians how they deserve to be treated and how to foster the industry.
- MAMA encourages people to come together and share ideas.

7:00am-7:20am - Updates:

- Preparing to leave the nest. MAMA has been in its “incubation period” with Arts Missoula. We are in motion to finish out their fiscal year (ends June) and begin as a separate organization. We’ve been incredibly fortunate to have the help of EVERYONE at Arts Missoula.
- 2/7 confirmed for MAMA’s first board of directors.
 - Tom Benson and Barbara Neilan.
 - Anthony and Maria have meetings in place to fill 5 of the 7 by the end of March.
- Addition to our advisory board
 - Mikyla Veis (events coordinator at the ZACC
 - Kimberly (Senior Vice President, Resident Director and Senior Consultant at Merrill Lynch)
- Launched our [406 fundraiser](#) in February. We are asking 406 individuals to donate \$10. Funds will go to:
 - Compensation for MAMA team members
 - Travel costs for Songwriters Circle: Montana.
 - MAMAcademy
- Gearing up for Missoula Gives April 30-May 1st
 - Missoula Gives, an initiative of Missoula Community Foundation, is a 26-hour online and live celebration of the Missoula community. It connects generous Missoulians with the causes they care about. It is a day to celebrate all that Missoula is and the role nonprofits play in making our community great.
 - Needing partnerships within the businesses of Missoula
 - Wanting MAMA musicians to take to the streets and busk
 - Hoping to raise \$25,000
 - Asking MAMA members to submit a 1-2 minute video on what MAMA means to them/means to the community OR a 1-2 written paragraph statement to use on our Missoula Gives platform
- Baby MAMA Presents: Meadowlark Medal- April 4th on the Oval from 3-5pm
 - We have 4 Bozeman bands slated....Missoula, where are you??
 - Cash Prize
 - Traveling Trophy
- Songwriters Circle: Montana
 - March @ Swanwest Theatre
 - April @ DDC
 - May @ Elevate Church
 - June @ Stevensville
 - July @ Billings
 - August @ Bozeman
 - Sept @ Whilefish
 - October @ Helena
 - November @ Missoula
 - July-November awaiting location

- Follow up meeting for the PROs (Performance Rights Organization) discussion, led by Joe Glassy
 - March 26th at 12:30-1:30 pm @ Wave and Circuit
 - Prepare for travel into other communities and educating what we are planning for the statewide petition. Building connections and starting chapters through SWCM and education.
- Are you signed up with MAMA??
 - Fill out the artist submission [form](#) to be added to the database
 - Until 5016 status is established all it takes to be a member is an email.
- Looking for individuals to sponsor a month of rent for MAMA starting in April
 - One month=\$200
 - We need 10 months filled
- MAMA's taking a trip in May to Madison, Wisconsin to link up with the Madison Area Music Association to see what an established foundation can grow to be
 - [Between the Waves Music Conference](#) (May 29-31)
 - MAMA (Madison Area Music Association) Awards (May 31)
- Make Your Move Missoula workshops a success. 50 attendees from the entertainment community.

7:20am-8:00am - Promotion on Social Media

1. What platform do you prefer to use, why?
 - a. Instagram, it's quick and easily accessible, can view everything at once, can see peoples stories that attended an event you missed, for personal use as well as professional promotion
 - b. Facebook for events
 - c. TikTok, "it's the new thing" musicians have been pushed to use it for promotional purposes
 - d. Facebook for events, instagram for everything else
 - i. Facebook ads for marketing
 - e. MAMA Calendar
 - f. Missoula Events
 - g. Bandcamp
 - h. Spotify had more engagement
 - i. Instagram, DM other groups, stories
 - i. Reaching out to college students

- j. Youtube
2. Is social media making websites irrelevant?
- a. It depends on what you're using a website/social media for
 - b. Websites can act as a combination of all social media platforms with more opportunity to represent yourself and inform society
 - c. Websites can be intimidating to create, while instagram accounts only take a few minutes
 - d. Websites allow for greater representation of personality and information outside the guidelines of platforms provide
 - e. Websites are becoming the equivalent of business cards and portfolios. They cost money while social media events are free.
 - f. Individuals not on social media who want to seek out these events.
 - g. No
 - h. Depends on what your artistry
 - i. Band, maybe
 - ii. Visual Arts, no
 - iii. Organization, no
 - iv. Instagram links to website
3. Where do you find your events?
- a. MissoulaEvents.net
 - b. Word of Mouth
 - c. Facebook
 - i. Events
 - ii. Ads
 - d. Instagram / Instagram Stories
 - e. Fliers, community boards
 - f. Outside of community go to the local music stores, book stores
 - i. Google
 - g. Newspaper, Entertainer
 - h. At the actual event
4. Branding and consistency, what does this mean for you?
- a. Brand voice and consistency across platforms is important for organizations
 - b. Branding represents the personality of an account, it makes followers more comfortable

- c. **Posting regularly will get you the most exposure**
 - d. **Being recognized**
 - e. **Important**
 - f. **Streaming has changed the music scene, people don't buy music they buy an experience, merch**
 - g. **Brand is going to speak to the community and the relationships people build around a brand**
5. **Scheduling posts, being penalized, loopholes? Do you use tags to find what you are searching/broaden your audience?**
- a. **Yes**
 - b. **Missoula hashtag to blast: #missoulamusic #missoulaevents, #montanamusic #heyMAMA**
 - c. **The question is our objective to gain engagement for MAMA or all Missoula Events?**
6. **How are you changing the algorithms timing?**
- a. **Times of day**
 - b. **Look at the best times to post**
 - c. **All depends on amount of followers**
 - d. **If you can like a post within 5-10 minutes it's more likely to go to the top of the tag chain**

Upcoming Events:

- [BabyMAMA Fundraiser](#) at MOD Pizza, all day Sunday March 8th. Please mention "BabyMAMA" while ordering/checking out.
 - Please RSVP [here](#) by Wednesday March 5th, so they do not cancel the event.
- "So you Wanna be a Professional Musician" Hosted by Travis Yost on March 26th at Wave and Circuit
- NPR's Tiny Desk competition submissions are accepted through March 30th. Originality is the #1 thing they look for
- March 27th @ Monk's Middle Sea with Fertile Crescent
- March 13th & 14th Live Painting and Vendors, EDM @ Monk's
- March 13th Fertile Freestyle
- March 13th- Secondhand Shenanigans EP Release
- Freestyle Friday Every Friday, contact the thegrooveman406@gmail.com for info
- Word to Women Friday March 6th @ 7pm

- Maria Zepeda (MAMA President/CEO) released second single of 2020 “Talk” by Emzee & Silas

Next Meeting: April 7th, 2020