

## **BIMA VISIONING WORKSHOP**

Thursday, February 20, 2002

6:30 – 9:00 pm

Allied Arts Gallery, 1418 Cornwall Avenue  
Bellingham, Washington

*Facilitated by Holly O'Neil*

The Bellingham Independent Music Association had it's Visioning Meeting on February 20<sup>th</sup>, to identify what's important to people in the local music community and how BIMA members would like to become involved. What a great visioning session we had! Twenty-plus folks showed up, and here's a summary of the evening's fun... Pictures Too! See: <http://www.bima.com/visioning2003/>

**Goal of Meeting:** To create a shared vision of what we would like to see BIMA become in the future, outline steps for how to get there, and how people would like to be involved.

### **Questions asked of participants:**

- What is most important about BIMA for you, personally
- What are your hopes for what BIMA could be for this community
- What would help us move forward towards that vision?
- What kinds of activities would you personally like to do?

### **Common themes of the Visioning:**

- Exposure – for the artists, and for BIMA
- Professional Development
- Networking
- Market expansion
- Selling CDs – Anthologies/Compilations
- Live Performances
- Collaboration – Get people involved

**BIMA VISION** (What participants said they want to see happen)

### **Cooperative Commerce**

BIMA members join forces to build the market for local music. We cooperatively promote CD sales, performances, and venues to feature local artists.

### **Increasing Community Exposure**

We serve as a community resource and advocate to promote the support of local music.

“Thinking local music? Think BIMA! The definitive source for all music related contacts, venues, etc. in Whatcom County .”

### **A Sustainable Organization with Broad Member Involvement**

Participation is broadly based and rotates so that everyone takes a turn and contributes their small part. Involvement is fun and rewarding. The organization has solid footing as a non-profit organization and attracts grant monies to support our initiatives.

### **Mentoring and Professional Development**

We are a resource for professional development among our members. Musical skills and marketing skills are shared, we organize educational events and serve as a resource for educational materials

## **Musician's Networking and Community**

Seeking contacts, resources, talent? Wanting to connect with the community of local musicians? That's our monthly networking meetings.

### **BIMA's Primary Activities:** (What participants said they would like to see happen)

Cooperative CD marketing

(for example, Bellingham Farmer's Market, Community Food Coop, Everybody's Store, Goodwin Station)

CD anthologies/compilations

Hosting regular concerts/BIMA showcases/song circles

Gathering monthly to network, organize, learn, and play

Developing the Website

- venue contact database
- automated web page hosting for members
- shopping cart for CD sales
- local media and marketing contacts

Other Potential Projects:

- Create a how-to manual for producing CDs in Bellingham
- BIMA Member's radio show
- Newsletter, local magazine
- Get the 501-c-3 and do grantwriting for seed money
- Partner with Goodwin Station and other business

## **WHAT'S NEXT?**

Turning the Vision into Reality

- **Follow-up Visioning Meeting & Social Time**  
BIMA – Potluck, Visioning Planning, & Jam  
Come out to Nancy's Farm  
2030 East Smith Road  
Sunday, Mar 16; 2-4 pm
- **Next BIMA Board Meeting:**  
March 20th 7-9 pm  
Robin Wallbridge's Home  
5916 N Fork Rd, Deming  
**Guests welcome**  
**Carpooling available, just ask**
- **3<sup>rd</sup> Annual General Membership Meeting**  
Thursday, April 3 – 6:30-9 pm at  
Whatcom Education Credit Union Meeting Space  
(on Holly, across from WECU branch)

Take this vision into action at the annual membership meeting April 3<sup>rd</sup>.

Your opportunity to select/or serve on the board, plan goals for the year, and sign up for activities, teams, or committees

Start monthly networking meetings/parties network, play music, (potluck? organizing? connect with ongoing events such as Whatcom Homemade Music Society song circles)

## WHAT'S IMPORTANT (What Participants wrote on Note cards)

More opportunities for CD sales, performances, venues  
Visibility and recognition for performers  
Sell more CDs  
Selling local cds  
Paying gigs  
More compilation CDs  
Local Music compilations  
BIMA Anthology CD  
How-to manual on producing CDs in Bellingham  
Helpful information on the BIMA.com website  
Sponsorships  
BIMA showcase for Community  
Frequent Networking Gatherings  
Concerts on a regular basis  
BIMA members performance circle  
Song circles  
BIMA members radio show aired on local stations (KUGS/KZAZ)  
Venue Contact Database -paying/non-paying on the website  
Web site development improvements  
    -automated web page posting for members  
    -shopping cart –for CD sales  
Local Media and marketing contacts on the website  
Regular networking meetings  
Music is not just a spectator sport  
Musical development  
501-c-3 tax exempt status for grant funding  
Grant writing for seed money  
Nourishment - whatever feeds the spirit of musicians  
Sustainable organization  
Being involved  
Develop community spirit  
Involvement - self rewarding, broad based  
Newsletter, local magazine  
Share talents and resources  
Mentoring  
    -musical skills  
    -marketing skills  
Musician networking  
Educational workshops  
Opportunities  
Rotating leadership to help experience of a good organization  
    spread out the tasks  
    structure to step in with clear limits  
    encouragement of each other

**HAVE MORE TO ADD??** Or to Stamp Approval?

**FOLLOW UP EVENTS:**

**NEXT SUNDAY!!**

**BIMA – Potluck, Visioning Planning, & Jam**

Come out to Nancy's Farm  
2030 East Smith Road  
Sunday, Mar 16; 2-4 pm

Those of us who attended the Visioning Workshop Feb 20, enjoyed meeting and identifying what we want as a community of musicians and local music fans.

We'd like you to join us for a potluck and phase II of our planning the road ahead, along with a little music. Come on out to Nancy's Farm [address] and give Ralph a holler if you need directions (d7sus4@msn.com or 966-0383)

THEN ...

**BIMA Board – Not Boring at All**

**Thursday, March 20**, 7-9 pm at  
Robin Wallbridge's Home  
5916 N Fork Rd, Deming  
Carpooling available, just ask

In preparation for the Annual General Membership meeting, the board is accepting nominations for new board members and will be determining the budget and plans for the coming year. This is an important planning meeting and Robin has promised treats so be sure to come! (From Bellingham, travel out on Mt. Baker Hwy., about 22 miles from town. Go past Nugents Corner, the IGA, past Mt. Baker Winery, past the Deming High school and the Nooksack casino -- for the old timers, go past the remains of Carol's Coffee Cup. You will see Welcome Valley Excavating and the Welcome grocery on your right, that's Mosquito Lake Rd. Travel 1 mile down that road, then take the first left. That's North Fork. We are 1 mile down that road. #5916, big black mailbox, and there is a lit wreath in the front window.)

**3rd Annual General Membership Meeting**

**Thursday, April 3**, 6:30-9 pm at  
Whatcom Education Credit Union Meeting Space  
On Holly, Across from WECU Branch

An opportunity for all BIMA members and friends to come together, determine the annual goals, budget, vote in board members, and kick off the Farmers Market season. It's your organization, you have a voice. **Come and join BIMA!**

**Farmer's Market Starts on April 5. For more details and participation, see:**

**<http://www.bima.com/farmersmarket/>**