



Bet on the Blues

2022 Las Vegas Blues Society

Board of Trustees Policies

Written Correspondence

Direct Email or Snail Mail

- Written correspondence to the Membership shall be approved by the Board, and edited by at least one other person than the author, prior to being sent.
- LVBS written correspondence shall be professional and not contain personal or crass language that could damage the integrity of the mission or the Board's image. At no time shall written correspondence contain language that could be perceived as: political, threatening, sexist, racist, obscene, cursing, or bullying.
- Use Bylaw/Policy language whenever possible to keep things consistent and avoid personal blame.
- Email to be used for special events promotions and LVBS Board related informational purposes.

Verbal Correspondence

- Board of Trustee meeting information shall be kept confidential unless otherwise noted.
- LVBS business related personal contacts should remain consistent between established parties, and any verbal agreements made by those parties, become an agenda item at the next Board meeting and formally recorded.
- Personal opinions of LVBS activity outside of Board meetings, shall be limited to those of inclusiveness and support of the LVBS mission.
- Use Bylaw/Policy language whenever possible to keep things consistent and avoid personal blame.
- Use care when offering gig referrals to not be seen as self serving.
- Always defer to the Board for any decision that may in any way be seen as controversial, or if conflict arises.
- Attempt to always support the venue, the artists, and the Board of the LVBS when attending events.

Money

- Any transaction that could involve spending LVBS money shall be made by formal vote by the LVBS Board and minutes of the details of that transaction formally recorded.
- Any transaction that involves money must be formally recorded by at least two Board members and sent to the acting Treasurer. Phone pictures of receipts etc. that are then texted/mailed to the Treasurer with Board members copied, are acceptable.
- Transactions that involve keys, internet related passwords, payments, location of LVBS property, etc. shall always involve multiple Board members, an agenda item at the Board meeting, and formal minutes of the information recorded.
- Donations shall be entered into the General Fund unless otherwise specified by the donor.

Efforts

- Trustees should try to attend as many LVBS Board meetings, and events as possible.
- Trustees should look for opportunities and ways to participate to advance the mission of the LVBS.
- Trustees should actively promote LVBS activities within their own social spheres.
- Trustees that routinely are inactive or ineffective should recognize their own limitations, and seek a replacement for their position by the next election cycle.

Social Media Management

- Social media posts shall be made across our established platforms at this time: Facebook (Page & Group), Instagram, Twitter & YouTube.
- All LVBS members and Board of Trustee members shall be encouraged to actively post;
- Social media posts shall be limited to our mission; promotion of the blues music genre (venues and artists) in the Las Vegas area.
- Social media posts shall adhere to the standards of written correspondence as it pertains to the types of acceptable and not acceptable language that can be used.
- Members that violate our language standards shall have their post deleted and be privately warned of their infraction; repeat violators shall be blocked from our platforms after Board agreement.
- Artist and venue posts shall be curated *to try and maintain* a fair promotional effort including;
 - Not posting a specific event more than once per day;
 - Not allowing an artist/member of the public to post more than once per day;
 - Not allowing a venue to post a non-blues related event;
 - Not allowing a venue to post a specific event more than once per day;
 - Certain significant events such as festivals that are within a day's drive of Las Vegas, and annual events thrown by the Blues Foundation, shall also be within our curated spectrum.
 - Allowing member and non-member LVBS mission related posts.
 - Ensuring that videos and photos are of a high quality.
 - Prioritize posts to allow the nearest upcoming event to receive the most attention;
 - Try to promote events the day after the previously schedule event ends, to not muddy our promotional efforts;
 - Jams and LVBS special events will qualify for monetary Facebook "boosts" for as long as the Board deems it is financially feasible and that the expenditure is producing the desired results.
 - Special events will have longer and more aggressive promotional efforts.