**Advisory Meeting Agenda**

**November 21, 2009**

1. Decline in the membership
2. Demographic shift and Venue changes
3. Increasing profile of CAMAGA among the community
4. Promoting concerts
5. Local artists’ day – charging for participation
6. Reducing non-member admission
7. Holding a music competition
8. Audio system issues
9. Finding sponsors
10. Fund-raising concert
11. Georgia Art Associations
12. Aradhana day
13. Any other matter

Folks:

There are several issues with regard to the operations of CAMAGA that need immediate attention.

* This year, because of the downturn in the economy or because of other unknown reasons, the membership has dropped to almost 50% of last year.
* There are more individuals or groups that are organizing Carantic concerts. While competition is good, we also must prepare ourselves to meet the competition and continue to hold our lead role in the area of promoting Carnatic music.
* Because of the demographic distributions – Alpharetta, Marietta and other North and Western suburbs becoming hubs of Indian activities, attendance at temple auditorium is getting thinner.

While I have provided below a few suggestions to deal with these important issues, I would appreciate more input from all of you:

1. **Increase the profile of CAMAGA among the community.** This would require multiple steps. Although we have a publicity committee, it is not very effective; merely printing fliers and placing them in or two stores is not adequate. We should think of how to increase the profile of CAMAGA and publicity to concerts more effectively. I have already been using my contact as an artist-affiliate of Emory to publicize it through their music department. We need to do more.
2. Although we have discussed it several times, we are yet to hold a local artists’ day. We should implement this – this will facilitate community participation and keep the loyalty stronger and it will also give an incentive to be part of the CAMAGA activities.
3. We should also hold a music competition for sub-juniors, juniors and seniors. CAMAGA has greater capability than any other organization to hold competitions. A CAMAGA competition will attract participants from the entire community as opposed to only a select group. We would also be able to ensure greater quality.
4. **Increase sources of revenues**: The cost of organizing even smaller concerts is becoming very expensive. There are multiple reasons for this: constantly notching up the rates by sponsors, airfare increases and demand by artists. While we, at CAMAGA, cannot control these increases, on a personal level, I continually speak to other city organizers and share information on compensations demanded and agreed to so that the sponsors are unable to exploit information asymmetry amongst us. I also encourage smaller sponsors – even helping them with arranging concerts in other cities - so that there is greater competition and less monopoly.
5. While our finances are strong enough at this time to meet compensation increases, I do not want us to sit on our laurels. If we do so, we will eventually run out of money and that would be the end of CAMAGA as an organization.
6. Holding music competitions and local artist’ day – charge a fee for each participant for each of these functions – should generate revenues, net of cost.
7. We should also explore sponsors for concerts and each one of you may consider speaking to business people you may know to sponsor part or all of a concert; in turn, we can give them some publicity during concert time through display of their banners and announcement during the artist introduction.
8. We should also find out whether we can get some money out of Georgia art associations. This could be a little difficult at this time because many of these fine art sponsors themselves are financially hurting. We should at least keep the information ready so that, if and when things improve, we could tap this source.