

Da Fam Monthly Meeting

6 November 2010

CHAT@Scape

1700hrs

Objective: To finalise on Da Fam's WhereGotTime 2nd Mixtape

Attendees: Chaz, Efa, Sallihin, Jid, Wayne, Jin

Minutes

1) Mixtape 2

Finalised Mixtape Title: Where Got Time 2 Follow-Up

Due for Release (physical copy): 19 November 2010 (tentative, but definitely releasing end of Nov)

Due for Online Release: TBC

We will be releasing 100 physical copies. This 100 copies is inclusive of

- 5 copies to D' Makaveli (JKT)
- 5 copies to Emil (Crystal Opera, JKT)
- 20 copies for Da Fam's keepsake/archive purposes
- 10 copies for professional use (event companies, etc)
- Remaining copies to be distributed for public

The 'LIMITED EDITION' physical copies description:

- CD-R surface is plain white in colour (will paste a paper sticker bearing the words 'DA FAM OneVoiceOneMic')
- CD-R placed in a slim clear jewel case (typical jewel case for sale of singles)
- Front cover and Back cover (track listing) to be sent to printing company for printing (Een to get back on quotation)

There is an obvious urgency to finalise the track listing in the mixtape so as to ease the printing of the cover for the CD. Those who have not submitted their songs, pls do so by 12 November 2010, Friday to Een (sallihin@gmail.com).

The costing of the physical CDs will be from Da Fam Fund:

Purchased:

100 CD-R \$39.80
100 SLIM CLEAR JEWEL CASE \$25.00
100 CLEAR PLASTIC COVER WITH ADHESIVE \$4.90

TBA:
Printing of CD Covers

Tasks:

Members of Da Fam

- to submit one track for the Mixtape (by 12 Nov, Fri)

Een

- finalise track listing and album art and to send it to printing company for printing (by 13 Nov, Sat)
- send a zip file of the tracks in order as reflected on the album art to Efa (13 Nov, Sat)
- to provide Efa with the 'art' to be printed on the sticker for the CD

Efa

- to burn 100 copies of the mixtape
- to print 100 stickers for the CD

Members of Da Fam

- to help out with the insertion of the album art into the jewel case (TBA)

Marketing Strategy:

Music Partners

Send a softcopy to the proposed reliable 'music reviewers' for reviews. This is to increase credibility of our mixtape and for feedback and quotes (to be put up on our website)

- RCGNTN
- Eddino
- Advocate-local tumblr
- Junk Online

Twitter

To create awareness of our 2nd Mixtape using hashtags
'#WhereGotTime2FollowUp'

Facebook

Send messages via Da Fam group to create awareness of our 2nd Mixtape (Een, Efa and Fiky in-charge)