

AIGA Richmond Chapter-Board Meeting Minutes  
Monday, January 16, 2012  
Corrugated Box Building

**Board Members in attendance:**

David McIntosh, President  
Ivette Sierra, Administrator/Historian  
Andrea Goulet, Communications Director  
Ralph Otto, Web Director  
Tyler Darden, Brand Director  
Meena Khalili Clifford, Membership Director  
Allie Witte, Events Director  
Ann Ford, Education Director  
Stephanie O'Dell, Volunteer Director  
Kara Lyons, Partnership Director  
Adrian Robertson, Student Liaison

**Committee Members in attendance:**

Lanre Ajibola, Events Committee Member  
Magda Ruesch, Finance Committee Member

6:15pm

AIGA Richmond David McIntosh, President opened the meeting.

Approval of minutes: Meena motion to approve the minutes from November as-is, David seconded.  
Minutes were approved by a unanimous vote.

**Membership Report**

• PRO, 64 • ASSOC, 23 • STUDENTS, 110 • CORP, 5 • SGC, 3 • FACULTY, 9  
TOTAL: 210 members (down from 215)

- Online only student membership drive in February
- Andrea suggested promoting membership drive via email & poster for faculty to post around school
- David suggested having an education meeting with area schools
- David asked Andrian to reach out to VCU student group president to set up meeting with board
- Member testimonials are due on Jan 20 for the Feb Newsletter

## **Finance**

- Revenue \$28,460.19
- Expenses \$23,156.12
- Balance \$10,441.27
- Good news! Suntrust dispute has been resolved.
- Need advise /help with taxes, reach out to Christopher O'Keefe for possible pro bono work (figure out Sponsor Level)
- Received CO+LAB sponsor check \$1,000

## **Partnership**

- Re-connect by phone with people that express interest at the sponsor event
- Send thank you note to our sponsors
- Total Printing is our latest **new sponsor (\$500)**

## **Education**

- VT trip, go to VT in the Spring
- David to get with Bonnie Clas & possibly take her to VT
- VSU Shawna has send in PIVOT article
- Highlight students get involved (t-shirts in February) put under student tab
- Student competition online, Andrian, kim, & Ann to sit down & figure out the details  
How to make student competition happen?
- Spring portfolio review  
Make it more informal?  
Have professionals go to students?

## **Website Update**

- Events registration is moving offsite to eTouches
- Website changes from national is going slow & possible limitations
- Ralph recommended doing our own website
- Reach out to other chapters for feedback on creating their own website
- Board approved to create a new website by a unanimous vote.

## **Next steps**

- Create a web committee
- Ralph to include a plan of action by the next BOD meeting
- Tyler offer to help Ralph
- Start discussion on the hub & start stage approach

## **Communications**

- Sara has been tweeting
- Request for volunteer for the CreateAthon leftovers did well
- Board** approved by voted in favor of donating \$250 to CreaAthon
- Andrea asked board to monitor to do list in Basecamp & try to keep on task

## **Newsletter for February - content**

- Happy Hour- Pasture- 3rd week of Feb
- Coffee Talk- Web fonts- Week of 22 or 29
- VSU AIGA student group t-shirt
- Online Membership drive for students

## **EVENTS CALENDAR**

### **FEBRUARY**

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#### **Design for Good - Members Forum**

Design for good forum

- For members only
- Reach out to Minneapolis
- David to contact Seth about results for Design for Good
- Date: Feb 8 tentative
- CAP: on forum: 25
- Location: Circle S/Corrugated Box Building
- Admission: ?

#### **COFFEE TALK - Web Typography | Feb 29**

### **MARCH**

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#### **Round table 2012** -a way to get feedback from members

- Looking for volunteers
- Get a good mix of people
- Allie & Meena will handle Roundtable

#### **Bonnie Clas - Workshop**

- Hand typography / illustrator
- Partner with Visual Art Center
- Open to AIGA members
- Kara to reach out to Visual Art Center

#### **ADOBE - Workshop?**

#### **CreateAthon**

### **APRIL**

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#### **COFFEE TALK - Prospecting?**

Karen Chase, Kerry/Studio Savy or Flores Shop

### **MAY**

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#### **COFFEE TALK - Insurance?**

## **Community involvement**

Bowling event on March 23+24 for Big Brother + Big Sister

- Get a group/team together
- Lanre to send more info
- Promote in March newsletter

## **Housekeeping + New Business**

Goals for 2012

- Increase membership
- Newsletter / communications
- Get sponsors / revenue

Revisit board agreement

- Goals worksheet
- Repost goals in the hub

David to meet with each board member

Meeting was adjourned at 8:15pm