

AIGA Richmond Chapter-Board Meeting Minutes
Monday, February 20, 2012
Corrugated Box Building

Board Members in attendance:

David McIntosh, President
Kim Spencer, Vice President
Ivette Sierra, Administrator/Historian
Ralph Otto, Web Director
Tyler Darden, Brand Director
Meena Khalili Clifford, Membership Director
Jen Rose, Finance Director
Ann Ford, Education Director
Kara Lyons, Partnership Director
Adrian Robertson, Student Liaison

Board Members absent:

Andrea Goulet Ford, Communications Director
Allie Witte, Events Director
Stephanie O'Dell, Volunteer Director

6:05pm

AIGA Richmond David McIntosh, President opened the meeting.

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

Kim's Report

-Kim is stepping down from the board, trying to wrap everything down
-Next Shockoe Design Day in March 2012
-Proposal to order 800 buttons for the Shockoe Design Day

Membership Report

• PRO, 64 • ASSOC, 23 • STUDENTS, 124 • CORP, 5 • SGC, 3 • FACULTY, 9
TOTAL: 228 members (up from 209)

Finance

- Balance \$9,377
- Need mail key
- Move to a new registration system (eTouches)
- There is a tutorial for eTouches
- Motion to approve \$240 for 800 buttons order from Busy Beaver, board approved by unanimous vote.

Partnership

- Track sponsor benefits
- Kara to come up with a plan of action/spreadsheet in March
- Touching base for Spring sponsors

Education

- VCU DC trip DAC Conference
- Online student exhibition planning for Fall 2012
- Congratulations card for class of 2012
- Approach total printing for printing Congrats cards (QTY: 250-500)
- VCU + VSU get together**
- Font foundries gift card to entice students to come to student events (VCU & VSU)
- VSU student president is stepping down
- VSU is having an emergency meeting on Wednesday, thinking about co-presidents.

Website Update

- Is going to be a while before national has the new internet kit.
- Tailor chapter website to our needs + more relevant to us (add a student section)
- Establish priority
- Come up with our own site map
- Ralph has already started developing ideas for site
- Another good thing, track links on sponsors
- Ask sponsors, do you have any cool projects to share, tweet or put in newsletter
- Ask members what they want to see in website

Roundtable

- Topic - Member experience
- Ask members what they want to see in website
- What is most important to them?
- Tyler suggested asking in Facebook poll
- Get questions in Roundtable 2012

Communications

- Deadline for March Newsletter is this Feb 25th

EVENTS CALENDAR

FEBRUARY

Design for Good - Members Forum

Past event

-7 people signed -up and 5 showed-up

-For right now put aside, don't have the involvement to make things happen

COFFEE TALK - Web Typography | Feb 29

MARCH

Happy Hour - Pasture or City Limits

COFFEE TALK - Behance?

Behance portfolio/Connected to national website

-David to reach out to Rebecca about Behance

Roundtable 2012

-Allie & Meena

Community Event

Bowling event on March 23 & 24 for Big Brothers Big Sisters

-Get a group/team together

-Promote in March newsletter

ADOBE - Workshop?

CreateAthon

Shockoe Design Day

APRIL

COFFEE TALK - Prospecting?

Karen Chase, Kerry/Studio Savy or Flores Shop

David to reach out to Karen Chase

Bonnie Clas - Workshop

-Hand typography / illustrator

-Partner with Visual Art Center

-Open to AIGA members

-Kara to reach out to Visual Art Center

MAY

COFFEE TALK - Insurance?

Nikki Villagomez: Culture + Typography - Speaker

-Photo submissions in May to info@aiga.richmond

Tyler to reach out to Sterling as a possible speaker

Newsletter for March

-Roundtable (Lead feature)

-CreateAthon

-Coffee Talk

-Members Benefits

-Happy Hour

Housekeeping + New Business

-Email about Big Brothers & Big Sisters

-Brand Strategy session, Tyler to schedule a meeting for next month

-David proposed opening board meeting to all members

-Board approved to open board meetings to members

-David to send out email to members only

-David went over goals for 2012

Next Board meeting March 19th

Meena motion to end meeting, Ann seconded.

Meeting was adjourned at 8:15pm