

AIGA Richmond Chapter-Board Meeting Minutes
Monday, May 21, 2012
Corrugated Box Building

Board Members in attendance:

David McIntosh, President
Ivette Sierra, Administrator/Historian
Ralph Otto, Web Director
Stephanie O'Dell, Volunteer Director
Ann Ford, Education Director
Meena Khalili Clifford, Membership Director
Jen Rose, Finance Director
Kara Lyons, Partnership Director
Adrian Robertson, Student Liaison

Board Members absent:

Andrea Goulet Ford, Communications Director
Tyler Darden, Brand Director
Allie Witte, Events Director

6:10pm

AIGA Richmond David McIntosh, President opened the meeting.

Approval of minutes: Ann motion to approve the minutes from May as-is, all seconded.

Minutes were approved by a unanimous vote.

AIGA goals where read.

Membership Report (Meena)

• PROFESSIONALS, 61 • ASSOCIATE, 24 • STUDENTS, 128 • CORPORATE, 5
• STUDENT GROUP COORDINATORS, 4 • FACULTY, 8
TOTAL: 230 members

Membership restructuring meeting via Adobe Connect on April 23

Meena attended Adobe Connect meeting on April 23.

Meena went over notes from April 23 meeting.

Restructuring seems to be levels-based.

INDIVIDUAL LEVELS

Design Enthusiast \$0 No cost, no benefits, but allows AIGA to communicate with them.

Friend > \$50 Lowest cost, includes most significant benefits to get the person into the fold.

Supporter > \$150 Moderate costs, adds some benefits on top of "Friend" level.

Sustaining Member > \$250 Equivalent to current “professional” membership; voting privileges added on top of Supporter level benefits.

Design Leader > \$500 Larger investment indicates higher commitment; recognition added on top of Sustaining Member benefits.

Trustee > \$2,500 Highest individual level; benefit is recognition.

GROUP LEVELS

Basic > \$675 for 3 members, plus \$75 each additional member

Base fee plus relatively small additional amount per member, with Sustaining Member benefits.

Contributing > \$5000 for 3 members, plus \$75 each additional member

Same model, just higher base fee. These are firms that want to show their support for AIGA and receive recognition for doing so.

Based on the new membership restructuring, decide at Lab M who can be on the Board of Directors

Finance Report (Jen)

\$1,981 Expenses

\$7,600 Balance

501 c3 Letter ask Denise

-Motion to remove American Express merchant service charges to alleviate monthly charges, removal was approved by a unanimous vote.

Partnership

-Sponsorship

4 sponsors signed up in Sept

Tech head is interested in Fall Sponsorship

2 attended Sponsor Happy Hour

Kara reached out to Hunter Photography but she can not commit due to baby

Education

-Student online exhibition, they have a website

-Students can choose the theme

-Proposed date in Nov

-Need judges /virtual judges

-Overall concept needs to be approved by Board

-Post on hub overall picture

-Adrian responsible to schedule a separate meeting outside (Tyler, Meena, David, Ann, & Ralph)

Graduation Cards: Next steps

-Tyler reprinting 1st set, should have by end of week.

-1st week of June 4th cards to Meena

-Need to get envelopes & stamps

-Tyler providing cards & envelopes to Meena on June 4th

Website Update

- Drive people to our website
- Look to enhance the website
- We are waiting on internet kit, looks on schedule

Communications Updates

- Summer Newsletter
 - Reduced Summer newsletter
 - Take July & August off
 - Schedule Happy Hour ahead of time.
 - June 6th or 7th Happy Hour (Continental)
 - Free registration giveaway to the HOW Design conference.
 - July 10, 11, 12 Happy Hour (Havana 59)
 - August Happy Hour (Capitol Ale House)
- NEWSLETTER content by 23rd**
- Happy hour schedule
 - Coffee Talk schedule (David suggested maybe promoting local business)
(Donuts or Speed pro graphics)

EVENTS CALENDAR

MAY

PAST EVENT

-COFFEE TALK - Blanchard's Coffee Talk

Happy Hour

May - City Limits @6pm

Speaker Nikki Villagomez - 5/17, Studio Two Three

- Nice space
- Low attendance

GOOD Ideas for Cities - 4/24 Virginia Historical Society

Round Table + Survey

- Survey went to 420 people
- All Survey participants will be entered for a chance to win a free registration to the 2012 HOW Design conference, the winner to be announced at the June Happy Hour

- We are extending the survey deadline
- Run thru Andrea
- Round table report due April 30th

JUNE

Board Nominations due 6/3

Happy Hour

- June 6th or 7th Happy Hour (Continental)

JULY

COFFEE TALK - ?

Happy Hour

- July 10, 11, 12 Happy Hour (Havana 59)

Housekeeping + New Business

- Bylaws need to be updated this Summer
- David proposed idea of having a co-president, David to look into it
- Anybody you think might be interested in board position

Future Events

- Leadership retreat: May 31- June 2
- Summer programs: Coffee Talks? C&Cs?
- Programming ideas for Fall

Housekeeping + New Business

- Brand strategy Session, David to check with Tyler
- Proposed to add Volunteer tag to email signatures, look into that, maybe Andrea can craft a signature tag
- David proposed having future speakers sign a contract
- Next Meeting: Last bash for the board, Party in June 20th or 21st, Bring a dish to share
- Deal with any board business on the Hub.
- Think of Coffee talk ideas

Jen & Meena motion to end the meeting, meeting was adjourned at 8:07pm