

AIGA Richmond Chapter-Board Meeting Minutes  
Wednesday, February 6, 2013  
Planet Central (New Location)

**Board Members in attendance:**

- President — David McIntosh
- Vice President — John Hoar
- Administrator/Historian Director — Ivette Sierra
- Finance Director — Jen Rose
- Web Director — Ralph Otto
- Partnership Director — Kara Lyons
- Membership Director — Meena Khalili Clifford
- Brand Director — Tyler Darden
- Student Liaison — Adrian Robertson
- Web Co-Chair 1 – Dawn Sallas
- Web Co-Chair 2 – Eric Gordon

**Board & Committee Members absent:**

- Finance Committee Member— Magda R. Ruesch
- Programming Director — Allie Witte

6:15pm

AIGA Richmond David McIntosh, President opened the meeting.

**Introduction**

Approval of minutes: David motioned to approve the minutes from January as-is, all seconded. Minutes were approved by a unanimous vote.

**Membership Report**

- Contributor 121    • Supporter 28
  - Sustaining member 57
- Current TOTAL: 206    • December Total: 188
- Promote Membership drive via Twitter
  - Membership drive in March, join us thru Adobe connect

**Finance Report (Jen)**

\$104 Credits  
\$6,655 Balance

## **Partnership Updates**

- Kristy Heilenday at Visual Arts Center, reserved the room for Grade 7
- Break sponsorship into GRADE 7 & Annual sponsorship
- Establish some next steps
- David will follow up with Susan about sponsorship
- Sponsor contacts & branch out to other possible Sponsors
- Meeting Friday about Sponsors

## **Education Updates**

- David to follow up with Allison Shumacher about AIGA funds requested for VCUs DC Studio tour
- New student Presidents at VSU
- We need to be more engaging, and share events more
- David to send Adrian contacts info about Judges

## **Website Update**

- Kara & David to check on Sponsors before removing logos from Website
- Test eTouches
- Things are going well with eTouches with the other Chapters
- Social Media report: 281 Facebook likes & 826 Twitter followers
- Newsletter content: Agile talk on Feb 28 Circle S @6pm
- John will create graphics for Agile talk

## **Communications Updates**

Newsletter out by Tuesday morning - content in by Saturday

- Agile Talk
- Coffee talk + Cocktails & creatives
- Membership benefits
- GRADE 7 + Links

## **PAST EVENTS**

- Cocktails & Creatives Jan at Burger Bach
- Small space?

# EVENTS CALENDAR 2013

## **FEBRUARY**

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**-COFFEE TALK - State of the AIGA/What's Happening?  
Know your AIGA -Feb 19 or 21st**

### **-Happy Hour/Cocktails + Creatives**

Location Popkin Tavern

Dates: Feb 19 or 21st

### **Speaker: Doug Rosenberg**

Agile talk

Date: Thursday, Feb 28

Location: Circle S @6pm

Pricing: Free for members

\$5 Non-Members

## **GRADE 7**

- Two concepts were presented for GRADE 7
- Board voted for Option #2 "Glitter star with #7"
- Aaron has copy for call for entry
- Create pdf form or an easier way to submit
- Dawn, Eric, & Ralph to meet about website

### **GRADE 7 Pricing:**

- Entry fees: Member: \$25 single \$50 (3 or more pieces)
- Entry fees: Non Member: \$50 single \$75 (3 or more pieces)
- Tickets: Member \$25, Non Member \$50 Students \$10
- Tickets at the Door: Member \$35, Non Member \$75 Students \$15

### **Event DATE: April 26th**

- Cut off to purchase tickets is April 12th
- Call for entry goes out Feb 18
- Cut off for entries: March 1st post mark
  
- JUDGES tier: #1 Goldstain, #2 Martin & #3 Munoz  
Then...Bret, Jason, Seltzer, Fisher, & Brown
- Judging on 23rd
- Need a Emcee host for ceremonies (Bill Grant)?
- Start a thread with names suggestions for Emcee
- Venue Visual ARTS Center has catering
- Speaker contract

- David to compile weekend judges agenda & speaker contract
- Sam Allen possible Photographer for GRADE 7
- Jason Daniels exhibit contact

### **Housekeeping + New Business**

- AIGA is working with Ziba? to gain a better understanding on members & for ways to present Centennial stuff
- 2013 Medalist just announcement, celebration on April 19
- Leadership retreat on May 30th - allocated 3 spaces
- Adobe workshop still available
- Justified deadline: April 3rd
- Be thinking of board positions + short list suggestions
- Amanda has stepped down from the Director of Competitions
- Ryn can help with GRADE 7
- David trying to reach out to Allie, but Allie is not responding

Next board meeting on Wednesday, March 6th at Planet Central

Eric motioned to end the meeting John seconded, meeting was adjourned at 8:18pm