

AIGA Richmond Chapter-Board Meeting Minutes

Tuesday, March 12, 2013 (this was a make up day due to snow storm on March 6th)

Planet Central (9 South 5th Street)

Board Members in attendance:

- President — David McIntosh
- Vice President — John Hoar
- Administrator/Historian Director — Ivette Sierra
- Partnership Director — Kara Lyons
- Web Director — Ralph Otto
- Web Co-Chair 1 – Dawn Sallas
- Web Co-Chair 2 – Eric Gordon

Board & Committee Members absent:

- Finance Director — Jen Rose
- Membership Director — Meena Khalili Clifford
- Brand Director — Tyler Darden
- Student Liaison — Adrian Robertson
- Finance Committee Member— Magda R. Ruesch

6:15pm

AIGA Richmond David McIntosh, President opened the meeting.

Introduction

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

Membership Report

- Contributor 132 • Supporter 29
- Sustaining member 60

Current TOTAL: 221 • February Total: 206

-**Membership drive** ideas, will have ready for next Director

-What can we do at this point? -Social media campaign, twitter, testimonials?

-Call for action when they drop GRADE 7

-Giveaway 2 Contributor \$50 memberships at the GRADE 7 Meet the Judges - Happy Hour on March 29

-Create a Twitter post specific for Membership, promote with ONE AIGA video or email blast middle of next week

Finance Report

\$400 Credits

We have a lot of spending coming up, refund Judges airfare by next week.

\$6,966 Balance

Partnership Updates

-See GRADE 7

Education Updates

- David owe Adrian contacts for online student exhibition
- Magda delivered \$480 funds to VCU for DC Studio tour trip.
- Would be helpful to have a form for students groups to request AIGA funding
- IDEA - Student event meet & greet VCU & VSU. Get schools to talk to each other.
- Once VCU submits DC Studio tour reports, we need to figure out how disseminate
- Online student exhibition?

Website Update

- iKit/eTouches report - not available
- Brief tutorial of eTouches for next Board meeting (how it works)
- David to check with other Presidents eTouches successes

Communications Updates

Social Media Report

Twitter followers: 852

Facebook likes: 297

LinkedIn: 185

- No Newsletter for March, lets focus on GRADE 7
- Call for Member supplied art idea for Facebook profile area after GRADE 7

PAST EVENTS

- Cocktails & Creatives February at Popkins Tavern *Good turnout, about 15 people
- Coffee Talk FEB @Stir Crazy *dismal turnout & had a mini board meeting.
- Speaker AGILE @Corrugated Box -29 in attendance 11 were designers

EVENTS CALENDAR 2013

MARCH

-COFFEE TALK - Mention no March talk

-Cocktails + Creatives GRADE Edition: March 29, 6pm, TJ's @ The Jefferson Hotel?

-Work on email blast for GRADE 7 Cocktails & creatives & giveaway

APRIL

-COFFEE TALK - TBD

-Happy Hour/Cocktails + Creatives - Conch Republic

Speaker/Movie: April film

Waiting for David Shields to respond about film choices

MAY

-COFFEE TALK - TBD

Speaker: Jason B. Jones speaker at Nashville

GRADE 7

-Microsite is awesome! ad gallery later or link to Flickr page

-Sponsor update so far: Aquent, VISARTS, Unboxed, 903 Creative, GRID

-GRADE 7 Ad in GRID magazine was approved

-Send postcard to promote awards ceremony

-Board members to print & post GRADE 7 poster at the location of their choice

-Venue discussion / Contract

-David to come up with GRADE 7 budget numbers

-Judges discussion / Next steps - We have judges & looking into accommodations & Happy Hour at TJ's.

-Board to post in the hub, if you want to attend Judges diner on March 30th

-Emcee for event -Start thinking of ideas post on the HUB (Nick Turner, Bill Grant)

-Excellence Award? In search of a person or Organization (Robert Meganck/Illustrator, Shockoe Design district, Noah Scalin, RVA creator, Street art?) Start a thread for possible excellence design awards

Do we give an award & to who? open for discussion & VOTE by next Friday, March 22nd

-Timeline discussion

Housekeeping + New Business

- Board transition, think about it!
- Vacant positions President, VP, Historian, Volunteer, Events, Communications, Competition, Education, Web, Finance, Membership, Student & Partnership.

- Leadership retreat: FORWARD, May 30-June 1, Philadelphia (3 people)
- Schedule Roundtable 10-30 members & get a good mix (Dawn & Kara)
- Roundtable late March & Mid April, Needs to be Complete & done by April 30th
- Need to put in a call for Roundtable participants & send email
- Dawn & Kara to review Roundtable materials
- Ask Menna to send membership roster for Roundtable selection process.

Next board meeting on Wednesday, April 3th

Ralph motioned to end the meeting Eric seconded, meeting was adjourned at 9:00pm