

AIGA Richmond Chapter-LABm Board Meeting

Saturday, August 4, 2012

Corrugated Box Building

AIGA Richmond President David McIntosh opened the meeting at 8:38am.

David welcomed the new board & asked the members of the board to introduce themselves.

- President — David McIntosh, circle S studio
- Vice President — John Hoar, Creative Director, Planet Central
- Administrator/Historian — Ivette Sierra, Art Director, CarMax Home Office
- Web Director — Ralph Otto, Web Designer, CO+LAB
- Membership Director — Meena Khalili Clifford, Graphic Designer, Illustrator, Virginia State University
- Brand Director — Tyler Darden, Tyler Darden Studio
- Director of Competitions — Amanda Vance
- Partnership Director — Kara Lyons, Aquent
- Programming Director — Allie Witte, Big River
- Student Liaison — Adrian Robertson, Patients First
- Web Co-Chair 1 – Dawn Sallas, Graphic Designer, Unboxed Technologies
- Web Co-Chair 2 – Eric Gordon, Web Designer

Committee Members in attendance:

- Finance Committee Member— Magda R. Ruesch, Financial Mass Mutual

Purpose

To learn what AIGA is?

Plan the year overall

Centennial in 2014, # of initiatives for 2014

Mandate 2014

- Set goals

- Engage in social media

In August changing the model of Membership

looking to open themselves to more people.

Hoping to gain alot more voices

Shift happening

- **ONE AIGA** explained -This is where the organization is headed
- Model has changed
- Mind heart hand - Theme
- Timeline trying to defined ourselves

eTouches has to be live by September

-Memberships Levels/Structure explained

- Discussion on board members levels
- To serve as a Board of director -must be at a sustaining level & up
- Committee Member - Friends & up

Group levels

- Basic & Patron

Where does the chapter stands today.

- \$6,800 in the bank
- Biennial event sustained us for 2 years
- Sponsor dollars \$3,750 for the year
- If you know of possible sponsor contact Kara
- 230 Members /138 Students

- 37 Friends on Facebook, w/ 177 likes
- 731 followers on twitter
- 123 members of Linkendin group

Events from last year

- Column 5 Media
- Happy Hour with Ad club
- Student Meet & Greet
- Sponsorship event
- Nikki Villagomez
- Hobby - Business
- Financial Panel
- Anniversary Party in Dec

Roles of board & David's goals

- Increase membership
- Newsletter
- Get Sponsors /Revenues
- Work better with other organizations
- Get involved in the Community

Homework

- Sign & turn in Goals
- Board contract

NEW Meeting TIME/Location

- Decide on day to have the board meetings/location
- Schedule, 1st Tuesday of the Month, 6pm Location TBD

Quick Tools Overview

- Access to our Social Media
- Dawn Twitter/ Eric -Facebook
- You Tube account -Ralph
- Basecamp overview
- Internet Kit Wiki -Good place for inspirations or roles
- Ralph to set up new AIGA accounts/Need to decide email
- David to send info to National

Inspirational (successful) Stories

- BORDO BELLO Event in Colorado (Ralph) Skateboard design contest
- Project from AIGA Toledo, Ohio (Allie) Urban Project
- You are here - project to promote positivity
- AIGA Jacksonville “Always Summer” Poster Show & Music Mix (David)
- Possible ideas for Summer- Take back our Summer

Brainstorm Time - we broke into 5 small groups

- Events break up into small groups

12:00 Lunch /Break!

1:00pm MEETING CONTINUES

- Presentation

[[insert Brainstorm WALL sheets here](#)]

Barksdale Theater is now Virginia Rep - Combined

Interested in being involve

HOW conference people are asking for help

Special discount

Listing for promo partner on their website

1 free registration for each conference (interactive)

In return to be mentioned on newsletter/email/banner ads/social media

September & October

Goal 10,000 in sponsorship

The meeting was adjourned at 5:30pm.