

AIGA Richmond Chapter-Board Meeting Minutes
Tuesday, September 11, 2012
Corrugated Box Building

Board Members in attendance:

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

Board & Committee Members absent:

- Finance Director — Jen Rose
- Programming Director — Allie Witte
- Web Director — Ralph Otto
- Finance Committee Member— Magda R. Ruesch

6:07pm

AIGA Richmond David McIntosh, President opened the meeting.

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

Minutes were approved by a unanimous vote.

Introduction

Updates from “Home Office”

-Converting to Mail Chimp, My Emma is no longer active

-Ralph may need to set up

-iKit 10 are alive 56 chapters to go

-iKit phase 2 is on the way.

-eTouches there is training sessions

-Chapter in Montana, Puerto Rico in the works

-David played video created by AIGA Charlotte about the new membership changes & now is in the National website

-23,000 members

Membership Report (Meena)

- Contributor 132 (3 new, 1 reinstated, 3 renewed)
- Supporter 28 (1 reinstated)

- Sustaining member 60 (1 new, 2 renewed)

TOTAL: 220 members

Student Membership drive in September & February

Create materials to promote AIGA Richmond

Put materials ideas to promote in the hub

Brief discussion for pricing, & value

Finance Report (Jen via email)

\$812 Expenses (Lab M, Happy Hour)

\$5,151.26 Balance

\$50 credit for Membership

Partnership Updates

- Next steps: Sponsorship event? Possible candidates?
- Some sponsorship had expire, some expire at the end of this month
- Sponsorship event in early November
- Preview of Grade at sponsorship event
- Aquent would like to sponsor local events, submit chapter sponsor event form (1,000) offer good until the end of the 2012 year
- Any other suggestions for sponsors.
- Kara to provide Dawn a sponsorship package

Education Updates (Adrian)

Ralph/Adrian/Ann: Student online competition update

-How is going to be funded? Check for local sponsors (Sweet Frog, Uptown Copy, Plaza Art)

-Ask other chapters for help or donating money for a scholarship

-Next steps- check sponsors

-Post more details on the website

-David went over online competition notes from last meeting (Meena, Tyler, & Adrian)

-20 Winners, 3 Judges? Popular Vote? Scholarships Best in show?

-Other awards will depend on sponsors David volunteered to reach out for judges

-Start judges suggestions on the hub

Student Chapters Report [Adrian]

-Ann has asked Adrian to e-mail AIGA student group President's

-Send something at the beginning of the month to student President's

-Everybody to check your calendar to go to VSU

and say yay or nay

Do something with VTech?

Meet & Greet

VCU Wednesday, September 12

Adrian will pick up pizza at 5:45pm, John ice

Meet & Greet

Liberty Thursday, Sept 13

Have Papa Johns Pizza delivered

Website Update

-Status report on iKit, see... richmond-staging.aiga.org

-Where are the gaps? Eric will post

-Eric to migrate Board member info, head shots, & Sponsors

-Dawn to post Event Espresso info on the hub. David questioned, if Event Espresso can pull info from membership database?

-Provide Email sign up on website, cultivate database

-How do we make it more uniquely Richmond?

-Goal to make website live, at the end of this month

-Discuss eTouches changeover (rollout? test?)

-Web Stats Report (especially sponsors) don't have know

Communications Updates (David)

-Social Media Report [David] - hand-off to Dawn, Eric

-Hoot suite can be schedule (Facebook & Twitter)

-We keep gaining followers 3- 4 per day

-Lanre is too busy with Grad school, we all need to be on the look out for events

-Newsletter [?]

First need to finish migration of Mail Chip

- Main event

- Coffee Talk

- Happy Hours

- Member Benefit

- Sponsors at the bottom

- Send in art info to be feature at the bottom

- Get members input, Feature a members, Call for recent work feature on the rotator

- Have art send to Tyler Darden.com

- Let's try to send October newsletter at the end of the month

- David started newsletter thread on the hub

PAST EVENTS

LabM

EVENTS CALENDAR

SEPTEMBER

-Liberty M&G - September 13, 7pm

-VCU M&G - September 12, 6pm
Giving Mohawk samples

-VSU 25th

COFFEE TALK -

-C0 + Lab speaking (1st week of October)
-David to follow up with Eddy

Happy Hour/Cocktails + Creatives

-Toast - Tyler September 27th from 6-8pm

-David to approach Ad Club for November Happy Hour with Ad Club

-GlobeHooper great location Church Hill - Like hosting (Meena)

OCTOBER

FILM

-John applied for Design & Thinking
-Pricing talk & decided on charging \$5 member & \$10 non members or \$10
-Date: October 9th, 10th or 11th
-Start time: 6pm

COFFEE TALK -

Happy Hour/Cocktails + Creatives

NOVEMBER

COFFEE TALK

Unboxed Speakers Dawn to design graphic for talk

Speaker discussion (for November or February)

- Dana Tanamachi (John)
- Rochell Seltzer, Boston (David) Spring
- Shyama Golden, Austin, Texas (Dawn)
- Emily Conners, Type Designer (Tyler)
- Post progress on the hub

Housekeeping + New Business

- Speaker contract? for any future speaker we get
- GRADE 7 - planning & committees?
- Think of any Grade 7 Judges post in the hub (1 big name, education, web experience) &
- Judges from outside of the area + Then come up with a list and vote on six people

Next Meeting: Tuesday, October 2nd, 6pm, location: Unboxed Technology where Dawn works

Tyler motion to end the meeting, meeting was adjourned at 8:30pm