

Attendees: Romie Mizell, Cindy Angelelli, Susan Lackey, Michael Hutchinson, Gillian Travell, Marta Brown, Mary Beth Thomas, Sandra Smith, Thea Barbato, Martha Faires

The Mint Hill Arts Executive Committee met on March 21, 2016, at 10:00 am.

Romie called the meeting to order.

Next month's meeting is scheduled for May 19, 2016.

Last month's minutes were approved.

Mary Beth asked if the meeting minutes could be posted sooner on the website, before they are approved at the next meeting, since we virtually approve them when the secretary asks for corrections or additions by email. Cindy said that would be posting draft minutes and not approved minutes, and state law requires that we cannot approve minutes without being able to discuss them. Mary Beth is concerned about being open with our members and keeping them informed. Recognizing the need to be open, Susan suggested that we first ask those who feel uninformed if they have read the minutes that are posted, and that we work on better communication in other areas of interaction with members.

Action items:

Committee Reports

Cindy said **grant applications** have been submitted to the Arts and Science Counsel. We are now applying for an operating grant that would fund specific MHA activities. The **Arts and Science Counsel** requested that we produce a video to showcase our organization. Cindy has produced one and Romie has seen it. She will send us a link to the Vimeo site so that we can view it. It is still in process, so we should not forward it to anyone until it is complete. After Mint Hill Madness, she will finish it.

Cindy said she, Romie, and Hutch met with Tina Ross to discuss the request for a town grant, hoping to ask for more money, a staff person, and funds for technical needs and operating expenses. Tina Ross said we should not make a request for staff personnel, but we could make the other requests. Cindy rewrote the request asking for \$12,000 to support basic operating expenses and \$3,000 to establish a line item to be used for securing important professional services. Tina was very helpful in suggesting ways to get other council members more interested in MHA. We considered having shows that were geared to the interest of council members, asking the council to serve as judges of shows or asking them to sponsor shows.

Cindy said our ASC grant solicitation license is not up to date, but she has submitted the forms necessary to update it.

The ASC grant approval will be announced in May.

The town grant does not have a specific deadline for approval.

Romie had several items of business:

He is looking for someone to be in charge of getting **sponsorships**, someone who knows how to request funding. Two names were suggested as possible candidates to fill that need: Sue Acklam and Carol Clayton.

He also said we now have a **new air conditioner** because the compressor died. The filters had not been changed since we have been here. Although the landlord thought the air conditioner was 10 years old, Lee got his serviceman to check. It was 26 years old.

The landlord replaced it for \$ 2,200. We will have to negotiate with him about how much we pay toward that cost. Cindy said leases don't clearly define who is responsible is for certain repairs. Romie said we should let him and Lee talk to the landlord and then report back to the EC. We will not pay more than half of the price.

Our contract says the landlord can raise the rent as much as 3%. Our contract ends in March. Romie said we should start analyzing options in case it goes up more than we can afford.

Mary Beth asked if we are set to keep the filter clean now? Romie said, "yes."

Marta gave the **education report** and updated us on **Discover Mint Hill**, which happens on May 7, from 9am -3 pm.

She said we have three teachers who agreed to man the education table at Discover Mint Hill. We also need people to man the MHA table to talk about our organization. We need someone for three shifts: 9-11,11-1,and 1-3. We also need volunteers to do demos and someone willing to talk about MHA during the breaks in performances. Romie is willing to do it, but would prefer someone else volunteer, too.

Marta said we need a one-page flyer to give as a handout that day. Mary Beth suggested we cut the trifold brochure that we have, mount it, and reformat it for a handout as something to explain who we are, and to give our schedules and pertinent MHA information. After some discussion on the format, Cindy said she will make a one-page handout that will use the attractive photos but be less expensive to produce copies.

Marta says we need a flyer for both **Discover Mint Hill** and **Mint Hill Madness**.

Mint Hill Madness, which happens on Memorial Day Weekend, is 3 days, so we will need more flyers and need people to man tables. The largest crowd comes on Friday night and Saturday afternoon through evening. We need a coordinator for that event.

Romie is keeping in touch with the town council and he says we have filled the Artist's tent. We have five booths in the tent.

We discussed some concerns about hygiene if we do face painting, but Romie says Discover Mint Hill has already hired someone to do face painting. We need to think about this potential problem for Mint Hill Madness.

Marta said she needs artists to sign up to do **summer samplers**.

Romie said Judy would like someone to take over the responsibility for **MHA programs**. We will have a Philip Gianni demo in June. There is no program this month. Next month we will have a covered dish dinner for members and then hold elections. Susan will make note of this information on the web.

Romie suggested we put an ad in the **Mint Hill Times** about Mint Hill Madness to promote MHA's booth and also our members who have booths in the Artists' Tent. Because he learned that 1/8 of a page is only \$89, Hutch said we should put in a 1/4-page ad. He also said he would design the ad. We agreed.

Mary Beth said we should also put in ads to promote our gallery shows.

We then discussed our **Cheap Joe gift cards**. Romie reminded us that that BB&T purchased \$2000 in gift cards which members of MHA can purchase. Doing so would be a financial benefit to us and also promote Cheap Joe's.

Hutch reminded us that we should also support Binders since they also sponsor our June shows.

Romie said we should convert the remaining funds in the Cheap Joe's gift card (funds provided by BB&T) to gift cards that we can sell to our members. He will approach BB&T to request funds for the purchase of a new computer. If he does not get a positive response from the bank, then the funds from the sale of the gift cards can be used to purchase a computer, adding supplemental MHA funds as needed.

Gillian says we could consider the possibility of doing a **Go-Fund-Me** fundraiser for the air conditioner expense. She will check into the details. We will discuss this next month.

Mary Beth said we should get word to members about the need to buy cards. We will try to sell some at the supper meeting. Susan will buy whatever doesn't sell.

Because Lee was not able to attend today, he left copies of the **financial report** with Romie. It was approved.

Susan asked about our having a budget. Cindy said that when we know what the town will give, then we should do a budget. Susan said that if committee chairpersons knew their budget, then they could immediately cover what they needed without having to wait for a request to be granted. Romie said because we were previously financially tight, we could not do that, but now we are in a more stable financial condition. Sandra suggested we ask Lee to come up with a budget and then we can discuss allotments. The EC approved this idea.

Romie said we need the following positions filled: offsite chairperson, sponsorship chairperson, and publicity chairperson.

Mary Beth agreed to be the publicity chairperson at least temporarily.

Romie asked us to put real thought into whom to appoint. Sandra said we should let the nominating committee take care of finding people for positions. Sandra and Suzanne will work on finding people for both elected and appointed positions. They can also get input from Jennifer Benton, the new volunteer coordinator.

We considered several people who might be good candidates for positions.

Cindy reminded us that the Arts and Science Counsel asks how we reflect the diversity of Mint Hill.

Thea gave the **gallery report**. She has 12 judges on the list for the general show roster. She continues to work on finding qualified judges for the variety of shows. She asked Hutch if he would judge the photography show. If he judges, he can exhibit, but not enter the competition.

Binders judges the Binders' show in June.

Other suggestions were made about names of prospective judges.

Thea said we will have a judged members-only show in August.

She will send an updated show list to the executive committee.

Susan gave a recap of last month's **communications report**. She is almost finished with the calendar. She is still working on the internal events calendar and will simplify it to have 2 significant date categories: 1) when the chair needs to send event communication to Catherine Howard for her to input it into Constant Contact, and 2) when Constant Contact will send the email to the desired distribution. Having those two dates set would simplify the process and give us a standard calendar for each month to which irregular events could be added as needed.

Susan told us that some boards have a representative from the community who is a non-voting attendee, but who acts as an advisor such as someone from the chamber of commerce, someone in the know who can be an advocate,

Cindy said that would be a challenge given the time commitment of coming to board meetings. She has been going to monthly chamber meetings and getting to know people. She said we need to send things to the chamber news in advance.

We could send information to the **Charlotte Culture Guide** because many people go there as a source of community information. Susan said it is possible to do a press release online for the Charlotte Culture guide. Mary Beth said she will put information on the Charlotte Culture Guide.

Romie said we should let people know about the upcoming **Town Hall Exhibit** in May, Martha, Judy, and Ruth Crowe are exhibiting.

Susan is getting a list of places to which she can send **press releases** and she will compare ideas with Mary Beth.

Hutch moved that we adjourn. We did so.

Respectfully submitted,
Martha Faires
Secretary

