

MHA EC April. 20 2:00 pm

Attendees:

Romie Mizell, Thea Barbato, Mary Beth Thomas, Cindy Angelelli, Marta Brown, Sandra Smith, Martha Faires

The Mint Hill Arts Executive Committee met on April 20, 2017.

Romie called the meeting to order at 2:00 p.m.

Next month's meeting is scheduled for May 18, at 2:00 p.m.

We approved the 3-23-17 minutes as amended.

We discussed the **organizational structure of Mint Hill Arts**. Sandra had prepared and distributed handouts of 2 charts illustrating our structure. We discussed current and proposed job descriptions and people filling those positions.

We then moved to committee reports and action items.

Committee Reports & Action Items

- ◆ **Cindy** presented a draft of the proposed **Abuse Prevention Policy** and we edited it as needed. We approved the draft. She will send the edited version to Martha and to Marta to put in the education folder.
- ◆ **Thea** brought up two questions/concerns she had from members.
 - A question about award categories in photography shows: We agreed to make no changes to categories at this time.
 - Concerns about the website: Sandra said website issues are currently being addressed.
- ◆ **Mary Beth** said there were some concerns about the first **intake for the Veterinary Clinic** exhibit and asked that she be allowed to purchase another table from Walmart to provide the needed table space for that intake. We agreed to the purchase. Cindy will pick up the table.
- ◆ **Mary Beth** asked if we had approved the **Student Show Policies and Procedures** document from our last meeting. Martha confirmed that although we discussed the document in detail, we had not yet officially approved it. We then voted to do so. Mary Beth will mail a copy to Martha.
- ◆ **Mary Beth** and **Sandra** have been diligently working with willing and talented members to make needed improvements to the **website**.

- The chart of MHA structure showed us the positions needed to create a Communications Committee. They have been focusing on electronic med (website and social media) and listed the people who have agreed to assume responsibility for each: Lyndee Ivey for the Website and Sharon Houck for Facebook. The process for creating a new website was described as follows: check the accuracy of the current website data, create a new web design on the new platform (Wordpress), and then move the information from the old site to the new, which will be maintained by our new Webmaster.
- There is no way to have an accurate timeline of when all the needed changes can be made, but Sandra and Mary Beth feel we have very capable people working on the project.
- ◆ **Sandra** reported on the progress being made by the **Nominations Committee**. She will keep us updated as the committee confirms those willing and able to serve in the open positions.
- ◆ **Marta** gave the **Education Committee Report**. She will update the education committee notebook and then she and Mary Beth will review it.
 - She is excited about the new teachers. She told us about Kathryn Jarvis who had an excellent art program in Vermont. Since moving here, Kathryn is glad to be a part of MHA and her classes will focus on adults.
 - Marta updated us on the publicity opportunities and expenses needed for *Mint Hill Times* and the *Matthews-Mint Hill Weekly*.
 - She wants to run another ad in the *Times* right before samplers. She also can write a column for that publication when she places the ad.
 - She wants to run 4 ads in the *Times* at appropriate intervals of time, and run 2 ads in the *Weekly*.
 - Cindy said we have adequate money in the ASC grant for publicity.
 - Romie suggested we also run ads for other MHA programs such as our *plein air* event.
 - Marta then reminded us of our commitment to **Discover Mint Hill** and **Mint Hill Madness**.
 - At Discover Mint Hill (May 6, 9:00 am – 1:00 pm), MHA has been assigned the bandstand, so we don't need to set up tents, just tables and chairs. Marta hopes to set up 2 shifts for managing the tables. She has the first shift filled. She wants one teacher and one artist at each shift at which time teachers can promote their classes. Artists will do demonstrations..
 - We also need volunteers for Mint Hill Madness (May 27 – 29). (Peggy Harper is managing the artist table, and Marta is managing the education table where she would like to have an activity for children.)
She hopes to have 2-hour shifts for the demos. She and Peggy will be sending out a Constant Contact to the membership to solicit volunteers,

- Sales commission to MHA is 20%.
 - At each shift, we need 2 volunteers at the education table: one to do the children's activity, one to promote MHA.
 - Mary Beth suggested we use Constant Contact to inform everyone of our need and of the opportunity to promote our artists.
 - We discussed the issues of getting enough volunteers and being sure they can man the tables without distraction. Demo artists should not have to manage other business during their demo.
 - We considered what kind of handouts we should have. Marta thought we should consider offering a drawing for a free children's sampler class at Discover Mint Hill. At Mint Hill Madness, we also have car kits that we could give away for a \$2 donation to MHA.
- ◆ We discussed a proposal made by **Pat Elliot**, our **Portrait and Life Drawing Coordinator** that would encourage members to participate in portrait and life drawing activities. We were impressed with the thought she had given to how incentives would benefit artists, models, and our MHA organization. We agreed to implement incentives to participating artists and models. Details are to be determined.
- ◆ **Cindy** brought up a question about **consignment opportunities with local businesses**. After a discussion of the pros and cons of consignment, we decided to post consignment opportunity notices on a board at MHA but let artists make their own arrangements about consignments. Mary Beth will set up the bulletin board, "Opportunities for Artists."
- ◆ We approved the **financial report** that **Lee** prepared for us.
- ◆ We discussed the need for leadership on the **hanging committee** and considered some members who might be able to fulfill that role.

We moved to adjourn.

Respectfully submitted,

Martha Faires, Secretary MHA

Addition:

Mary Beth emailed appreciations for the intake volunteers: Sandy Gillig, Evy Grouse, Nena Hartz, Pat Kempisty, Suzanne Ledermann, April McDermott, Marge Wilkerson, and especially Ruth Crowe who was there both days, and for the hanging committee Alan Kaplan and David McGee.

