

MHA EC Meeting 2 -16-17, 2:00 pm

Attendees:

Romie Mizell, Lee Madden, Sandra Smith, Mary Beth Thomas, Martha Faires, Marta Brown

The Mint Hill Arts Executive Committee met on Feb. 16, 2017.

Romie called the meeting to order at 2:10 pm.

Next month's meeting was scheduled for March 23, at 2:00 p.m.

We approved the January 26 minutes as amended.

Before we discussed agenda items, there were a few items of business that were noted:

Thea was not present but sent word that she has the judge, Greg Barnes, for our next show. Romie informed us that we will have money graciously donated from Dr. Robinson. He also noted that Binders is prepared to do their show and will do a program presentation in March.

Mary Beth will send a list of **appreciations** to be noted in these minutes.

Romie and Mary Beth have not yet had a meeting with Carol Clayton about **public relations** but will do so.

Mary Beth said we have the new member survey questionnaire online: minthillarts.org/newmembersurvey.html. Bill will put it in the new members' letter and also put it in this year's membership renewal letters.

Mary Beth will send relevant information from the surveys to those who need the information.

The **Student Show** preparation is going well. Local teachers are involved. MHA teachers are prepared. We have prizes and a judge. We have gotten good responses from schools, especially since Romie offered mat board free to schools as his supply will allow.

Martha reported on the upcoming **Capturing Mint Hill** event. Martha met with Judy and Jennifer and they determined the following:

- Date: Oct. 19-21
- Registration: 10-12 a.m. on Thursday
- Entry fees: early registration (by Sept. 28)= \$15; registration (Sept 29-Oct 18) = \$20; day of event (Oct 19-21)=\$25
- Promotion letters: go out by April 1
- Ads for sponsors: \$25

The EC discussed and agreed on the following:

- All sales of *plein air* artwork, either at the event or in the gallery, will require the 20% commission to MHA.
- The entry fee entitles participating artists to hang their event work in the November gallery exhibit.

The committee also requested that the gallery theme "Celebrate NC" be moved to November so that the Capturing Mint Hill *plein air* works would fit in the NC theme. The EC agreed that that was a good idea.

Marta asked if Martha would do another Plein Air Workshop. Yes.

Martha then reported on her experience with the **Member Mini-mixer**. She said the social gathering (4 ladies) was very positive and the group wants to continue to meet monthly to encourage each other in the arts. She also asked the ladies for any suggestions they had for MHA and got these responses: plan trips to art venues, have more daytime programs. They noted that they do not really like driving out for the evening events.

The EC then discussed ways to encourage the mini-mixer groups, considered whether groups would want to meet together, and if we could or should consider more daytime activities.

We postponed the **insurance** discussion until we have all EC members present.

Lee updated us on our **2-year lease** information. We pay lease on 3 rooms (gallery, storage, & classroom) for which we will be asked to pay \$1912 for our 2018 lease. That is a 3% increase from our present agreement.

Our landlord says we are responsible for half of the **heat and air conditioner repair**. Our lease says he is responsible for heat and air conditioners and we are responsible for whatever is inside the rooms. Because the filters have to be changed from inside, he says we have responsibility for damage caused by not changing filters. He paid \$2200 and asks us for \$1100.

Lee will ask if we can pay \$100 per month instead of a lump sum of the total. Alan and Larry will see to changing the filters.

Lee then handed out a hard copy of the **treasurer's report**.

Marta said we need to continue **handling fees for summer samplers**.

Cindy is working on a form for background checks for teachers.

Romie asked if teachers can give some student work to Dr. Robinson. He will frame and display it.

Marta gave an **Education committee** update. She is concerned about having more teachers.

She interviewed a prospective new photography teacher, Steve Lindenman. He is interested in doing evening, Saturday, or Sunday afternoon basic photography classes for 15 yr-olds and up. He can also teach a Photoshop sampler.

Summer samplers will be scheduled from June 19 - Aug. 18.
Kim might do a week-long mini-camp.

We then discussed **upcoming Mint Hill events**. Discover Mint Hill is scheduled for May 6. Mint Hill Madness is May 26-28.

We will have 2 booths at **Mint Hill Madness**. Romie will be out of town so we will need someone else to set up panels and we need artists to hang work and monitor the booth. There will be no fee for artists.

Sandra reported on the **Website needs and proposed changes made by the committee concerning electronic media** (attendees: Catherine Howard, Phil Robinson, Sandra Smith, and Mary Beth Thomas)

Sandra met two new MHA members who are very interested in being an active part of MHA and want to help us improve and manage the website: Phil Robinson and Lyndee Ivy.

Phil has experience and insight into proposed changes that will make us more effective on the web and cost less to operate.

Sandra sent us an email with her information concerning website changes. She noted that it is very important that we have a web site that is compatible with mobile devices.

“NOTES FROM 1st MEETING CONCERNING ELECTRONIC MEDIA “. . . the immediate plan is for members of the committee to examine websites of some organizations similar to Mint Hill Arts and identify a few we like. From that information Catherine, Phil, and Lyndee, if she agrees, can select a platform and associated components based on what they offer, how easy they are to use, how reliable they are, what they cost, etc.”

We then discussed the transition process and ways to maximize social media for promotion and sales.

Marta said Phil can take photos for the website. Jennifer and Phil may be able to work together. Marta said she will ask them about helping us photograph for the student show and press releases.

Romie said it is time to approach Jim Calucci at **BB&T** about the **Lighthouse Program**. We should submit a list of our needs. Mary Beth suggested a new printer.

We moved to adjourn at 4 pm.

Respectfully submitted,

Martha Faires
Secretary, MHA

Appreciations sent from Mary Beth:

Hat's off to those who spent Monday and Tuesday taking in and hanging the student art. Those included members of the Intake Committee (Ruth Crowe, Amanda Demetrovich, Pat Kempisty, Suzanne Ledermann, Pam Rooney), and the Student Show Committee (Larry Ferguson, Suzanne Ledermann, David McGee) and to those who lent extra hands (Mary Crow, Romie Mizell, Phil Robinson). And then we must mention Larry again, since he has been out there all day today (Wednesday) hanging more art and cleaning up. Larry also designed the overflow hanging systems, dealt with technical problems as they arose, and remained calm as we ran out of hanging supplies and space on the walls.