

Minutes of the MHA EC Meeting of June 15, 2017, 2:00 pm

Attendees:

Members: Romie Mizell (Chair), Jay Alexander, Cindy Angelelli, Thea Barbato, Marta Brown, Carol Clayton, Lee Madden, David McGee, Mary Beth Thomas

Guests: Judy Mizell (present by trickery)

The Mint Hill Arts Executive Committee met on June 15, 2017

Romie called the meeting to order at 2:15 p.m.

Next month's meeting is scheduled for **Thursday, July 13, 2:00 p.m.**

Consideration of the minutes of the meeting of May 18, 2017 was postponed until the July 13 meeting since they were circulated in the wrong format.

Action Items:

■ Proclamation (Sandra Smith/Mary Beth Thomas)

Mary Beth Thomas read the proclamation endorsed via email by the members of the EC thanking Romie Mizell and his helpmate Judy Mizell for service to Mint Hill Arts by awarding Life Membership to the Mizells and naming the annual photography show the "Mizell Photography Show."

■ Town Hall Publicity (Judy Mizell)

The upcoming show at the Town Hall begins on July 10 and will be titled, "New Faces in Photography." Judy will send her "Synopsis of Bios," the 1-2 page summary of the artwork she posts at the exhibit, to Carol and requests that the Communications Committee 1) send press releases to the local papers, 2) send an announcement via email to those on our most extensive mailing list, and 3) post the announcement on our website and Facebook pages. It was suggested that the "Bios" be available in print form in the gallery and that we send it electronically to the Charlotte Culture Guide and the MH Chamber of Commerce.

■ Annual Review of Policies on "Conflict of Interest" and "Abuse Prevention" (Cindy Angelelli)

Cindy presented a concise written document for each policy (attached). She went over each policy and then requested that each member of the board sign and date the document. Signed copies will be filed in the bottom drawer of the file cabinet at the hostess desk. It was agreed that the two documents should be reviewed and signed annually. Nb. The "annual review" stipulation is stated in the "Conflict of Interest," but not in the "Abuse Prevention" document. The latter will be amended for next year to include that statement.

■ Need for Special Events Coordinator (Marta Brown)

Marta, who has, in addition to serving as Education Director, coordinated Special Events for years, told the EC that she is unable to continue in this role and requested that the EC find a

replacement. The next special event in which we are traditionally involved is “Sunday Afternoon in the Park,” which takes place in August and at which traditionally MHA has a tent (and the Mizells and other members have personal tents).

It was suggested that what we really need is not only a Special Events Coordinator, but also a Special Events Committee, composed in part of individuals charged with handling each of the specific events. David suggested that we might work through his contacts to enlist the help of ROTC students in setup of tents at these events, in which case we might need a member of the committee to coordinate utilization of this potential resource and train them. Marta suggested that we will need someone to train volunteers to work effectively with the public.

It was decided that we should put together a well thought out plan for coordinating special events and create a written document summarizing that plan. As a beginning, Marta and Mary Beth (and others) will pound out a preliminary plan and bring it to the EC periodically until we are satisfied that it is workable. We will then attempt to find a person to assume the responsibility of Special Events Coordinator.

Since the process will likely not be completed in time for the 2017 “Sunday Afternoon in the Park,” the EC approved Marta’s suggestion that Peggy Harper be asked to coordinate that event.

The Treasurer’s Report was distributed. Lee pointed out that it is unlikely that we will meet our projected annual income of \$50,000 since we are only at \$45,765.53 with 2.5 months remaining until the end of the fiscal year. This is not a serious problem at the moment. Marta mentioned that registration for Samplers is going very well this summer. In addition, the actions Catherine Howard has taken as Webmaster in switching platforms for electronic media should save us close to \$1,000 annually.

Committee Reports:

■ Communications Committee (Carol Clayton)

Handbook for New Members: Carol presented to the EC a draft of a “handbook” for new members. Suggestions from the discussion included the following:

- Change the reference to the document from “handbook” to “resource guide.”
- Change the title to “Mint Hill Arts at a Glance: A Resource Guide.”
- Send it to renewing members in addition to new members; to make this work, delete the word “new” from bottom of title page.
- Add reference to our questionnaire to David’s Letter from the President.
- Incorporate in the guide the two page summary created by Cindy that provides an overview of our programs.
- Rather than asking Bill Edelen to send the guide with his letter of welcome to new members, Mary Beth will ask Bill to send her, monthly, the list of renewals (she already gets the monthly list of new members) and will send the resource guide to both groups.

Signage: Carol argued that we need better signage outside the gallery. She had gotten quotes and had a mock-up of a banner to put somewhere! Possible locations for such a banner are uncertain because we are not clear on the town's signage rules. Jay volunteered to summarize the regulations from their scattered locations in several documents.

A banner 6' x 2.5" costs *ca.* \$60. The banner can hang at the gallery most of the time and also be available for Special Events (our current traveling banner is very much out of date). Possible locations for the banner discussed included: the gallery window, the post on the 'veranda,' and the landlord's white sign at roadside. Carol, members of the Communications Committee, and David will pursue specifics regarding the banner, keeping in mind, as Cindy suggested, our current format for signage and logos.

We also discussed using our sandwich board (with, as David suggests, wheels added to facilitate having the hosts move it to street-side and back) to announce our receptions, intake, demonstrations, and other monthly or special activities. This seems to be a real possibility relative to the town's rules.

The meeting casually disintegrated around 4:45 pm.

Respectfully submitted,

Mary Beth Thomas, Acting Secretary, MHA