

MHA EC July 13, 2017 2:00 pm

**Attendees:**

David McGee, Evy Grouse, Romie Mizell,, Cindy Angelelli, Marta Brown, Mary Beth Thomas, Jay Alexander, Martha Faires, Sandra Smith, Carol Clayton

**The Mint Hill Arts Executive Committee** met on July 13, 2017.

David called the meeting to order at 2:09 p.m.

Next month's meeting is scheduled for Aug 17, at 2:00 p.m.

We approved the June minutes as amended. We approved the May 18 minutes.

**Action items and committee reports**

Mary Beth brought word from Thea about the gallery committee. Thea has the ribbon awards for the People's Choice Awards and the voting ballots.

**Romie** brought information from Judy about the **Town Hall Exhibit**. He read her list of proposals for better management of that offsite exhibit:

1. Judy requests that we find a co-chair: someone who can work with her to come up with ideas, themes, etc. for the shows. The co-chairs would then alternate the quarterly shows so that they each would be responsible for 2 shows each year.
2. Once the theme or artists have been selected, the Co-chair's responsibility is to
  - contact the artists and secure enough work to supply the show (usually about 30 pieces).
  - coordinate with the participating artists regarding submissions of forms, bios, etc. and schedule the date for hanging the show
  - notify the staff at Town Hall of the date and time of the installation
  - check with the hanging crew to schedule the hanging (Judy usually does this first and lets the artists know the schedule.)
  - notify participants of the previous show concerning the scheduled installation time so that they come to the Town Hall to pick up their work.
  - when the intake log is complete, send it to whoever is making the tags.
  - send bios to the communication committee to make up press releases
  - compile the bios to make up "about the artist" signs to be placed with the exhibit
  - be present at the date and time of the installation to check artwork in and out and to oversee the hanging.(When there are multiple artists, Judy tries to make sure each artist has some of his/her work on both levels, upstairs and down.)

Marta asked if we can get emails for all artists who have work on display. Yes. Judy has the list. Mary Beth asked if emails can be put on the promo bios? In the future, yes.

In discussing the Town Hall exhibit several other points were made about promoting exhibiting artists and teachers. The bios and contact information should be posted on our Facebook & website pages. The Town Hall Exhibit does not yet have a link on the MHA web page.

David asked if we are linked to *What's Up Mint Hill?* No, but we are linked to the *Charlotte Culture Guide*. Carol noted that information on WUMH has to be posted daily. Cindy suggested we test the site for the People's Choice Exhibit.

Marta gave her **Education Committee Report**. She said we have done well with samplers as Kim took time to develop pictures for teachers' ads on Facebook. She will repeat the promotion for new classes.

Marta needs information about someone qualified to do background checks. Jay said the process is done at the fire department and he will check for information. He will also check on Insurance-provider recommendations and compare costs.

**Marta** then brought up questions about having a **Newsletter**. Previously the EC voted not to have a newsletter. After a discussion about the pros and cons of a newsletter, we agreed that because newsletter information is available and kept more current on the website, and because we already need more people to fulfill necessary jobs right now, doing a newsletter at this time would not be an efficient use of our resources.

It was noted that we still have flyers that we can distribute. David wants to make boxes for flyers to be placed in schools and to keep them resupplied with flyers.

Marta then brought up a request about putting gift shop items out for sale at **Art in the Park**. We discussed liability issues of taking artists' work offsite. It is preferable to have artists take their own work to display there. We can encourage people, such as new members or students, to go to Art in the Park and display their work, using our regular 20% commission rules for anything that sells. All **members at large** are welcome to sell at that venue.

Marta said teachers for fall classes have been selected. She tries to select teachers in different genres in order to avoid competition between class selections. She also said those doing class samplers should not cancel a sampler when there are few students because those students often return again after samplers.

We need to do background checks on all teachers. **Although not required for those teaching only adults, our adult classes include students below the age of 18; additionally, the teacher may teach minors in the future.**

Cindy and Romie have drafted a **fundraising plan** **that** will enable us to avoid making repeated requests to businesses who are already being asked for donations.

Cindy also created a **project plan** for the October *plein air event*.

Cindy said we received our \$10,000 **grant** from the **ASC**, She is continuing with some paperwork to do for our acceptance. Cindy is now working on the report due tomorrow concerning participation numbers: She will accept the new grant and report stats concerning our fulfillment of commitments for the previous grant.

The ASC asked about **us** **our** doing a partnership agreement with them. She responded that we can provide space for an ASC event, or provide people to be speakers at events.

**Commented [1]:**  
Not picky at all. Glad you caught it, MB

It was noted that the **gift shop** logs show 10 people in the book who are not on our membership list. Bill sends reminders to those whose membership has expired. We should inform Ann so she can remove the items. Jay said we should send a letter to let people know. Who is going to pass this info on to Ann?

**Commented [2]:**  
I don't know the answer to this. Responses, anyone?

Cindy reviewed details about the **offsite exhibit at the Veterinary office**. There are 27-35 spots to fill, and the exhibit changes every 2 months. Thea as gallery director is in charge and can help Sandy be mindful of equity in displays as work is available for hanging.

Mary Beth presented a draft plan for the **Special Events Committee** and a chart illustrating how the Committee would be structured. After a discussion about 1) the structure and the value of overlapping or separate responsibilities for the stated categories of leadership, 2) a consideration of skill sets needed for each of the categories, 3) the interaction of teams and leaders, 4) the committee leadership's relationship to the EC, and 5) the recommendations for committee chairs, captains, and team leaders, we approved the draft version of committee functions. When the chair persons are finalized, we can make revisions after the chair persons have studied the draft.

David had to leave the meeting early so Romie acted as moderator for the remainder of the meeting.

Carol said that during the last **Chamber of Commerce** meeting, the **Historical Society** asked if MHA could provide volunteers to help at the historical site. We cannot because we also need more volunteers at MHA activities.

We moved that Carol, as our communications chair, should become our liaison at the Chamber of Commerce meetings.

Sandra updated us on **Website** and **online communication** changes. We will drop Constant Contact and begin using Mail Chimp on Aug.7. If we limit the number of emails, Mail Chimp is free. We agreed to the following changes:

1. to edit our list of contacts to only those who submit their names with their emails
2. to have only 2 email lists: members only and other pertinent contacts
3. to find someone to relieve Catherine of the email responsibility
4. to consolidate messages and send out a weekly list of MHA activities, preferably sending it on Wednesdays of each week **with activities for the upcoming week**.
5. to have small group coordinators (such as portrait draw or figure draw group leaders) keep their own list of participants for select emails to the groups

Sandra said we have issues concerning **phone calls** that need to be dealt with. At present all calls to the gallery have been coming to Romie and to the gallery hosts. **Now Catherine has been is** receiving the "info at MHA" calls. We need to simplify how the calls are received and passed on to relevant members. Jay will check into the phone company set-up and options. Sandra will get Catherine to send email information to Jay.

We need a new **Program Committee Chair**. We made recommendations for a new person. Evy will get pertinent information from Susan, David and Larry concerning the job, and she will find someone to do the program in July and August, with the intent that we find a new chair person to take over in September.

**Appreciations** are expressed to the following:

- Intake Committee: : Amanda Demetrovich, Sandy Gillig (both days), Evy Grouse, Pat Kempisty, Sarah Kinney (both days), Suzanne Ledermann (both days), Pam Rooney, Sandra Smith, Marge Wilkerson and Mary Beth Thomas (both days).
- Hanging Crew members: Sandy Gillig, David McGee, and Terry Ruhs.

We moved to adjourn at 4:20 pm.

Respectfully submitted,

Martha Faires, Secretary, MHA