

MHA EC September 21, 2017 2:00 pm

Attendees:

David McGee, Mary Beth Thomas, Evy Grouse, Cindy Angelelli, Jay Alexander, Martha Faires, Sandra Smith, Carol Clayton, Thea Barbato, Lee Madden

The Mint Hill Arts Executive Committee met on September 21, 2017.

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

Next month's meeting is scheduled for Oct 12 at 2:00 p.m.

We discussed changing meeting times so that Lindy can attend. Carol will contact her about moving the time to Thursdays, 4-6 pm.

We approved the August minutes with Mary Beth's amendments.

Mary Beth also added updates to those minutes:

- The October program presenter will be Bruce Chandler.
- Vicki Crossman made selections for the current offsite exhibits and will continue as Offsite Chair.
- April McDermott will assist Vicki by selecting art for the future offsite exhibits.

Mary Beth was also concerned that members are not reading minutes to be aware of the appreciations. Martha suggested we express specific appreciations at gallery shows as we give thanks to our sponsors. The idea was approved.

Action Items

Carol had several **miscellaneous communications agenda** items.

We discussed the **Banner** options and agreed to accept the design she presented that will be printed by Vista Print. She will pick up a clear logo file from Larry.

David said the **sandwich sign** is done. We will inform Beth Harvey about the sign so that she can update the gallery hosts on its use. A \$30 acrylic sign, 12"x 24", can be stuck to the door and removed and moved as needed. We discussed the sign placement arrangement. David is still working on sign options.

Carol also informed us that she is posting MHA information in Southern Piedmont & Western NC Better Business Bureau grapevine.org. (bbbgrapevine.org) and Paint Out info will also be published on the Carolina Arts blog and Culture Guide. There is no charge for posting.

Thea gave the **gallery report**. The October show call went out. She said we have ribbons from a surplus on hand. The judge is Greg Barnes. We need sponsors for the awards: 1st, 2nd, 3rd places and honorable mentions. We noted that Romie needs help with finding sponsors. We have been given \$100 from McEwen Funeral Home for the December show.

November is a non-judged show, "Celebrate NC," that includes the *Plein air* "Capturing Mint Hill" event entries.

Thea will send out the call for the Litaker show 6 weeks in advance.

She also asked about our interest in exhibiting at Southern Piedmont Community College in Monroe on Dec. 8 - Feb 9. The committee did not feel it to be advantageous at this time.

Sandra gave us an update for the **Mail Chimp communications**. We need a mail chimp manager as Catherine needs relief from that responsibility. We need someone who is a good writer/editor, who has some experience communicating to a large audience, who has knowledge or ability to learn WYSIWIG drag-drop editing and layout software, who is able to manipulate images (crop, resize) and adjust layouts (text wrap around images), and who can manage subscriber lists. Mail Chimp is easier to use than Constant Contact. Bill Edelen manages the subscriber list. The job would probably require 1 hour or less per week.

We discussed finding someone with those skills. Carol will meet with the recommended person* to see if he is interested in the job of managing Mail Chimp and helping with Facebook. (*John Mark Grob will not be noted in public minutes.)

We then discussed the issue of finding volunteer help and were reminded that Judy needs help with the Town Hall Exhibit.

It was noted that Jan Shopen has been fulfilling Marta's responsibilities with the **Education Committee**.

Mary Beth reminded us of the upcoming **Monthly Program** with Maria Elena Ferran and described the proposed activity, a group painting. We discussed the set up and David agreed to help with a Saturday set up. He also has drop cloth.

Cindy presented an update on **Year-end goals** and their significance to our **ASC grants**. She brought detailed information to review our submittal to ASC and to discuss how to reach more diverse populations. She is reviewing numbers for our events. She gave a thoughtful analysis of the statistical reports.

She also noted that she got a \$50 ad from Showmars for our Paint Out.

Carol noted that our fall **Samplers** are slim.

Martha gave a brief update on our "**Capturing Mint Hill**," Oct. 19-21, **Paint Out**. Judy, Jennifer, and Martha have been working on details. Bill Colt will be the judge. The prospectus and online registration information can be found on the website. Maps were recently posted.

Artist packet information is ready for printing. The committee will have packets ready as needed.

Martha requested help with registration each morning from 8-10 am at the gallery. Someone needs to be there to help with registration, give out artist packets, and stamp artist substrates. Carol agreed to help on Thursday and Friday, and Sandra will be there on Saturday. David agreed to help set up tables for the wet paint sale display on Saturday. He will have tables in place by 1 pm. The schedule of events is posted online.

To encourage participation, Martha asked for permission to send out a Mail Chimp letter to MHA members to invite them to a **pre-paint out event** at her home/studio to allow artists to paint out in her yard in order to get familiar with *plein air* painting techniques before the Paint Out Event. The pre-paint out event will be limited to 10 artists. There is no fee to attend. All mediums are welcome.

Mary Beth and Carol will post publicity information about the Paint Out in the Charlotte Culture Guide, Carolina Art, and the local papers. Martha has posted information on the NCPAP web site.

Cindy reminded us that we have been encouraged by the ASC as board members to make **donations** to MHA. Mary Beth moved that we make donations at our next meeting and that Martha send an agenda reminder before the meeting.

Lee gave his **financial report** and handout. He said rent is our biggest expense. Mary Beth noted that our landlord needs to know the ladies room needs repair as there is a missing lock and an unstable toilet.

We moved to adjourn at 3: 57 pm.

Respectfully submitted,

Martha Faires, Secretary, MHA