

MINUTES OF THE EXECUTIVE COMMITTEE

September 17, 2015

(Members Present: Cindy Angelelli, Thea Barbato, Michael Hutchison, Susan Lackey, Lee Madden, Veronica Maldonado, Romie Mizell, Sandra Smith, Mary Beth Thomas, Gillian Travell. Members Absent: Marta Brown)

- I. The meeting was called to order by Romie Mizell, President
- II. The next meeting was set for 10:00 A.M. on Thursday, October 15, 2015.
- III. The minutes of the meeting of Thursday, August 20 were approved as amended by email.
- IV. Lee Madden gave the Treasurer's Report (available upon request) which showed that though solvent, we have a shortfall, which will persist until we receive the grant money from the Town of Mint Hill.
- V. Focus Items
 - A. Most of the meeting was devoted to discussion of an extensive report on Communications brought to the committee by Susan Lackey, Communications Coordinator (report available upon request). She addressed "External Communications," "Member Communications," and "Communication Tools for Leaders." Action items resulting from the discussion included:
 1. Prepare (Gillian Travell) and distribute at intake a handout summarizing upcoming events and how to access that information.
 2. Plan a monthly meeting on "How Artists Can Use Facebook Effectively."
 3. Begin designing an updated MHA trifold (Michael Hutchison will take the lead).
 4. Begin to acquire information required to use texting as a communications tool (Mary Beth Thomas will update the Membership Application Form to obtain that information).
 5. Consider having a "Featured Artist Wall" as an acknowledgement of service to Mint Hill Arts (Thea Barbato, Cary Brainerd, and Mary Beth Thomas will explore).
 6. Establish and maintain a Communications (=Nudge) Calendar for the leadership of MHA and an Events Calendar for the Web (Susan Lackey).
 7. Reconsider establishing a monthly electronic newsletter (Thea Barbato will draft a mock-up).
 8. Follow the procedure agreed upon at the meeting for writing, proofing, and distributing the information in the monthly "Call for Artists" to assure that the information is consistent in our press releases, Constant Contacts, posters, Facebook entries, etc.
 - B. A motion to revise Gallery Committee Policies and Procedures to make the use of the "Criteria for Judging" optional at the discretion of the Gallery Chair was approved.
 - C. The Volunteers of the Month for October, November, December and January were selected.
 - D. Discussion of a "6 x 6" fundraiser began.
- VI. Congratulations and Appreciations
 - A. Congratulations to Thea Barbato, Ken Halstead, and Gillian Travell for their show at Summit Properties beginning October 3.
 - B. Thanks to the following members who served at the September intake: Romie Mizell, Suzanne Ledermann, Cary Brainerd, Catherine Johnson, Madison Toft, and Sarah Kinney.
- VII. The meeting was adjourned at 12:44 P.M.