

MHA EC Nov 30, 2017 4:00 pm

Attendees:

David McGee, Mary Beth Thomas, Evy Grouse, Cindy Angelelli, Jay Alexander, Martha Faires, Sandra Smith, Lyndee Ivy, Jan Schopen, Romie Mizell, Thea Barbato, Carol Clayton

The Mint Hill Arts Executive Committee met on Nov 30, 2017.

David called the meeting to order at 4: 07 p.m.

Next month's meetings are scheduled for **Dec 14 (finance committee with Education Committee), and Jan 18, 2018 (EC)**, at 4:00 pm.

We approved the October minutes.

Romie noted that Jim Cordle donated an easel to MHA. Martha will write a note of thanks to him.

Although **Lee** was absent, he sent the **financial report handouts** to David. We have received ASC funds and town grant funds for this quarter.

Cindy inquired about attendance at our last reception and Tuesday presentation. There were 20 attendees on Tuesday and 20-25 at the reception.

David and **Lee** had questions concerning **class registrations** and asked us to reconsider the early registration discounts and sibling discounts. **Jan** also wanted to discuss **teacher pay rate adjustments** so we discussed the issues together. Jan presented the proposal that she and Kim have been discussing and gave us a handout and spreadsheet explaining their proposal. David reminded us of the issues that Lee has been considering in the budget—i.e. cost to MHA for classroom space, supplies, etc. and the need to weigh fairness to teachers with actual costs to our organization.

Because we felt it would be more beneficial to have this discussion with Kim and Lee present, we agreed to have the finance committee (David, Cindy, and Lee) meet with Kim, Jan and Sara Kinney on December 14 to discuss these proposals and report back to the EC. Jan will send emails to the finance and education committee members.

In light of our need for more people to serve as gallery hosts to keep the gallery open Wednesday - Saturday, **David** presented a **plan to increase the number of MHA gallery hosts**. Last week he emailed us to consider these proposals:

“Plan to Increase the Number of Gallery Hosts

1. Invite senior citizens to gallery sit for MHA in 3-hour shifts.
2. The gallery hosts will not have to become members if they do not choose to be but will not receive the benefits of membership. We can call them Golden Gallery Hosts or another appropriate name.
3. In return, we will offer these special hosts a reasonable perk. (I do not know what that might be at this time.)

4. We need around 32 + hosts to implement this plan and we encourage all the hosts to bring a buddy with them.
5. We can set up a table for them to sit at and work plus they can use the desk, also.
6. We can begin implementation for this plan by reaching out to the local churches and senior citizen groups wherever they may be.”

We discussed his proposal, agreeing that it seems like a positive way to involve new people in MHA and to be mutually beneficial to MHA and to senior volunteers. We considered the gallery-host training and scheduling issues that Ann and Beth will need to coordinate. We discussed places (senior living centers, churches, etc.) where we could reach out to senior citizens who might be interested in our proposal; we also discussed other considerations such as the logistics of seniors working in pairs as gallery hosts, participating in gallery events, working in reasonable 3-hour shifts, and our coordinating with activity directors at senior living centers.

David will talk with the activity directors at Plantation Estates and Aldersgate to begin working on this proposal. We considered our need for a senior volunteer coordinator. We will not begin promotional activity until we have done some preliminary study of the proposal.

Jan proposed using **car magnets as a marketing tool**. She brought a design idea for a car magnet that we could encourage members, teachers or sponsors to use in order to make the public more aware of MHA. She said Kim is experienced in this type of marketing and may have helpful suggestions. We need to research costs and benefits and ways to promote the magnets. Jan will get a cost estimate and a design that is easier to read. Carol has MHA logos in different file formats.

Carol updated us on the **Holiday Sale on Dec. 9 & 10**. She brought flyers/signs in various sizes for us to promote the event. We have 22 artists who will sell their work on Saturday and Sunday. There will be 10 tables per day. Each artist will do his/her own set up and may provide gift wrap if desired.

MHA will provide six tables (Romie will bring one; Mary Beth and Jay will bring 3, and Carol will bring one), table cloths, scissors, tape, and refreshments (cider and cookies). Announcements will be made in social media and through mail chimp. There will be a gallery cashier and Ann will run the gift shop. A 20% commission on all sales goes to MHA. Carol will put a wreath on the big window and David will make a large sign for the sign board.

Carol also showed us the sign she has made for the Litaker Show

Thea reported on the **Litaker show**. The judge is Gina Strumpf: <https://ginastrumpfstudio.com>. She will judge on Monday or Tuesday. Thea has ordered ribbons.

Romie said the sponsorships are covered except for \$100. MHA will cover that cost. Romie will confer with Thea about awards.

Thea may have a schedule conflict on reception night so she may need Sandra to do the presentations and read the list of sponsors. Carol can post a list of sponsors. Romie will check with Lee about whether or not a check came in from Attorney Johnson.

Miscellaneous items:

Romie will donate about 40 sheets of mat board for student shows.

Some MHA members are not receiving mail chimp emails.

Lyndee asked whether anyone needs large pallets. The Mint Hill Museum uptown has 30 on hand and needs to have them removed.

We moved to adjourn at 6 pm.

Respectfully submitted,

Martha Faires, Secretary, MHA