

MHA EC Feb. 15, 2018

Attendees: David McGee (Chair), Jay Alexander, Cindy Angelelli, Carol Clayton, Evy Grouse, Romie Mizell, Jan Schopen, Sandra Smith, Mary Beth Thomas, Lyndee Ivey, Lee Madden, Martha Faires; John-Marc Grob (guest)

The Mint Hill Arts Executive Committee met at 4:00 p.m. on Thursday, February 15, 2018.

David called the meeting to order at 4:10 p.m.

Next month's meeting is scheduled for 4:00 p.m. on Thursday, March. 15, 2018, at 4 p.m.

The minutes of the meeting of January 25, 2018, were approved as circulated.

Action items included the following:

1. Evy updated us on the Novant Health Mint Hill Medical Center project intake.
 - She and Cindy met with the Novant representative and were positive about the proposed intake process and facility. Novant has experience in doing intake and will handle the intake process but Cindy and Evy may be present at the beginning of the process.
 - Participating artists from MHA and MAG may submit 5 pieces.
 - The photography call will be after the other art has been processed.
 - The Call for Photographers has not been finalized. The photographers will probably present digital images that Novant will print. `1
 - There were unanswered questions about photography concerning image aspect ratio and resolution, and the pre-screening and selection of work.
 - The intake will be publicized through Mail Chimp and on the MHA website and Facebook pages with clarification that artists must be members of MHA or MAG.
 - Evy will confer with Judy about submission details for flat work and give details to Carol for publicity.
 - Gallery wrapped canvas (including standard depth) will be accepted (No staples showing on the sides).

2. Cindy reported on the "ASC mid-yr FY18 Goals reporting FY19 application," requesting we review leadership credentials, give input on goals and provide help with a video.
 - She reviewed our key concepts of excellence, relevance, and sustainability, stating that we have 3 goals, one in each category.
 - Excellence: Class feedback has been very good.
 - Relevance: She has been tracking our baseline membership and monthly attendance and wants to add class statistics tracking.
 - Sustainability: She asked whether we should change our leadership development pipeline or focus instead on financial sustainability.
 - We determined that we should focus on financial sustainability because we have more control there than we do on demographics.

- In relation to finances, Romie updated us on his communication with Dr. Robinson who was apologetic about not following through with some of his previous commitments, and he has generously donated money to pay the judge for the student show.
- We discussed how to make our organization better reflect the town demographics by advertising in local churches. It was noted that we have more people of color at intake, but they have not joined our organization.
- David, Jay, Cindy, and Lee, who have been working on finances, will become a more formal finance committee.
- We also discussed whether we need to do an internal audit. We have controls and documentation, so do not feel we need an audit.
- Cindy asked John-Marc Grob for his help as she produces another video to present to ASC.

3. Lee presented handouts of the financial statement. We are financially stable.

- He said that he canceled the outstanding gift certificates and counted them as donations.
- We received our \$12,000 from the town of Mint Hill. We have cumulative equity.
- He made a gift certificate to be given to Bain Elementary for their fundraiser. Jan requested that her contact number be listed as “registrar” instead of using her name. Carol will edit the logo. An expiration date will be added to indicate it expires one year from the issue date.

4. Sandra reported on the joint effort with Pine Lake Country Club to promote MHA.

- She spoke with Sandy Barnett, the Marketing and Membership Director of Pine Lake Country Club about the possibility of working with the Club to increase the presence of Mint Hill Arts in the wider community.
- Sandy envisions a “very classy” event with the opportunity to display works by MHA artists and will discuss this with the management of the Club.
- She is interested in the potential for a silent auction fund-raiser for MHA if we have artists willing to donate their work for this purpose.
- The Club has recently undergone major renovations and such an event would give the club an opportunity to “expose the venue” to a number of new people.
- She is thinking this will be a late afternoon-early evening event and will include appetizers and drinks furnished by the club.
- We would need to provide display panels and easels.
- Sandy will get back with Sandra in 10 days.
- Mary Beth recommended that we complete the Novant project before taking on the Pine Lake event.

5. Jan gave an education committee update.

- a. The communication team and teachers met on Tuesday.
 - There were no details that the EC needs to vote on.
 - Kim wanted her to ask, “What is the EC doing to find a new education director?”
 - David has been corresponding with someone about the position, but has had no response yet. David will check with some retired people he knows. He can also send information to internal memos for retired teachers.
 - We discussed putting a notice on Facebook about the need. Jan and Mary Beth will draft the notice.

- We discussed the pros and cons of having paid positions and determined that would be a major transformation of the org.
- Lyndee will check on posting information to the NCAE.

b. Jan also showed us the MHA car decal, a laminate vinyl for a window that is easy to remove.

c. Jan then reported on the children's art exhibits.

- Mila is putting art in the MH Library.
- Carol has ordered a banner for the Library Art display.
- Jan is rotating art for Dr. Robinson.
 - He has paid for frames and is willing to buy more.
 - He would like to display the art from student winners in his office for a month.
 - We must clarify exhibit details with the winners before we give him a response.
 - Next year we will have his request noted on the intake forms.

d. Jan asked a few miscellaneous questions:

- She requested permission to teach a children's class in the gallery space and to remove exhibited art that is not appropriate for children during class times. We agreed.
- She also asked for help with a classroom door that squeaks. Mary Beth will try to fix it.
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6. David reported that he is working on finding senior citizens to volunteer as gallery hosts.

- He is contacting church senior groups.
- He will present a soundbite presentation at Plantation Estates in April.
- He would like to have a promo video and brochures.

We discussed the problem of not having enough gallery hosts and considered time factors, logistics of location, and personnel issues.

7. Mary Beth introduced John-Marc Grob to us and shared his very impressive résumé. He came to give us insight into how to effectively use social media to promote MHA. His focus was Facebook, but he also made reference to other social outlets.

- He explained the basics of how Facebook works and how it can be used to greatly expand outreach.
- He explained geofencing in boosting a Facebook page. We requested that he set up a paid trial promotion for MHA.
- He talked about linking to other social media, such as What's Up in Mint Hill, for more exposure.
- We expressed interest in him doing a more detailed presentation at a future date.
- He agreed to stay after the conclusion of our meeting to work individually with people interested in setting up their Facebook account to take advantage of the MHA information.

8. Martha asked if EC members had received Thea's gallery report by email. Yes. Her report was as follows: She has a judge for the student show – Karen Ernsberger. Since intake is on a Monday and Tuesday and the reception is on the Friday of that same week, she and Thea will need to meet on the 28th, probably in the afternoon when school is out, for judging so that she has sufficient time to notify winners about attending the reception.

We moved to adjourn at 6:06 pm.

Respectfully submitted,
Martha Faires, Secretary, MHA