

Smith Mountain Arts Council Minutes

January 16, 2015

The meeting was called to order at 9:35 by Chuck Lumpkin.

Attendees: Chuck Lumpkin (President), Anne Motley (Vice President/Lake Players), Betsy Ashton (Secretary), Marty Bowers (Treasurer), Marge Holtman (Art Show), Ken Nagele (Lakeside Singers), Larry Helms (Lake Writers), Terry Naylor (Membership), Kathy Orth (Photo Show), Judy Helms (Scholarship), Mike DeGiorgi (Special Events), Larry Sakayama (Website), Lorraine Beers (SML Ballroom Dancers) and Randi Paul (Westlake Ringers)

The agenda was presented for approval. Terry moved to accept; Larry S seconded. The agenda was accepted unanimously.

Minutes from the December meeting were submitted. Mike moved to approve them; Larry S seconded. The motion passed unanimously.

Marty Bowers presented the treasurer's report. Ken moved to approve it; Judy seconded. The motion passed unanimously.

Chuck reported that he received a communication from Johnny Bender who was disappointed with the coverage he received in Laker Weekly.

Chuck reminded the board that Tom Howell is responsible for sending out e-blasts.

Anne Motley presented the budget. Larry H moved to approve the budget as is; Terry seconded. The budget was unanimously approved.

Betsy presented a proposal for replacing Constant Contact with Wild Apricot to improve membership management lists and e-mail communications. Larry Helms moved to approve the change, Judy seconded. The proposal passed unanimously. Betsy, Chuck and Larry Sakayama will design and review database structure.

Betsy facilitated a brainstorming session on how to increase membership and improve communications of the benefits of membership.

1. Increase membership
 - a. Redesign membership form
 - i. Return donations options on membership form
 - b. Create and execute membership drive
 - c. Consider student membership fees
 - d. Consider issuing membership cards to receive discounts
 - e. Create interactive registration, event registration forms on website
 - f. Create series of workshops
 - i. Develop workshops for artists, photographers, writers, etc.
 - ii. Develop brochure for workshops w/ discount options for members
 - g. Link participation in workshops to SMAC members
 - h. Remind lapsed members to pay dues
 - i. Consider welcome parties for new residents/members
2. Expand community outreach
 - a. Create program for realtors
 - i. Provide brochures, etc.
 - ii. Consider free one-year membership to new lake residents (presented by realtor as benefit of moving to lake)
 - b. Consider setting up information tables at chili festival, wine festival
 - c. Review affiliate participation

Submitted by Betsy Ashton, Secretary

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- i. Suggest two-way promotion
3. Improve communications
 - a. Review discount structure for art and photo show, special events, future workshops
 - i. Publish list of discounts
 - b. Create membership booklet with contact information (opt-in participation only)
 - c. Distribute posters in local businesses
 - d. Expand placement of brochures, newsletters in local welcome centers
 - e. Improve messaging stressing quality of arts at the lake
 - f. Centralize lists of participants at art show, photo show, workshops

Three priorities emerged.

1. Create program for realtors. Mike DeGiorgi volunteered to work on this
2. Redesign the membership form. Chuck, Terry and Larry Helms will work on this
3. Distribute publicity guidelines to all standing and art committees. Larry Sakayama and Betsy will work on this

With no further business, Ken moved to adjourn; Judy seconded. The motion passed unanimously.

The meeting adjourned at 11:35 am.