

June 2016 Minutes

AAF-BH board meeting called into order at 12:20 pm by Dustin

Members present: Dustin Hinson, Makena Peet, Beth Hottel, Callie Wagner, Wendy Rossman, Laurel Antonmarchi

Members not present: Josh Rundell

Agenda & Minutes

- Wendy moved the agenda to be approved. Seconded by Makena. The agenda was approved by unanimous vote.
 - Wendy moved the May minutes to be approved. Seconded by Beth. The minutes were approved by unanimous vote.
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Executive Committee Reports

Treasurer's Report:

- The current bank balance as of June 9, 2016 is \$4,346.13. \$2,480.21 in Pay Pal. \$50 cash.
 - Beth moved the treasurer's report be approved. Seconded by Callie. Treasurer's report was approved by unanimous vote.
 - Add Beth to account. Dustin and Wendy will stay on account.
 - Require two signature for checks over \$500.
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New Business

2016-17 Executive Committee

- President – Beth
- Vice President – Laurel
- Treasurer – Wendy
- Secretary – Josh?
- Archiving membership roles, paperwork, etc. – send all documents to aafblackhills.org website.
- Callie to manage aafblackhills.org email account.
- Beth check PO box.
- Check on storage unit and determine whether to keep or not.

Annual Budget Review

- On track
- Consider dropping scholarship to \$500 unless we can find a way to raise more money.
- Consider sign at check-in table, add a sponsorship for scholarship check box on invoices, add a bucksliip in invoices containing scholarship sponsorship info and previous recipient.

Programming

- Reach out to membership for possible programming ideas or committee members.
 - Consider approaching a non-profit, Visitor Publishing and Stec's
 - Pitch a partnership for speakers, we provide a venue, and they provide a speaker.
 - Consider purchasing our own display screens.
- ❖ September 2016 – September 13th Roundtable, Coleman speaker?
 - ❖ October 2016 – Student Design Jam late October, Pitch Visitor on speaking at luncheon
 - ❖ November 2016 – Student ADDY workshop, Ask Dorothy Rosby to speak at luncheon
 - ❖ December 2016 – Professional ADDY workshop, December 6th, Firehouse Wine Cellars
 - ❖ January 2017 – Pitch non-profit to speak
 - ❖ February 2017 – American Advertising Awards, First Friday in February either 5th or 12th.
 - ❖ March 2017 – Roundtable March 7th
 - ❖ April 2017 – Advertising Expo? April 20, 25, or 27th
 - ❖ May 2017 – Design Jam

Membership

- Need to increase membership
- Make a membership master list – who will update?
- Look into automated system to manage membership list, invoices, and events
- Research WordPress widgets or plug-ins that could accommodate our needs

ADDYs

- Need more involvement from membership to be more effective.
- Establish a committee – at least 4 members
- Build a timeline of events
- Host an ADDY entry workshop during a roundtable mixer.
- Consider new venue, plated food, handouts and entry posters.
- Someone review submissions before they are allowed to hand in.
- Find judges

Student Outreach

- Focus on Student Design Jam
- Student ADDY submission workshop in November
- Consider Q&A session at BHSU

Sponsorship

- Consider a \$1,000 sponsorship
- Consider sponsorship for each event

Current Program Format

- Venue – stay at the Dahl for luncheons and Design Jam. Need a new space for ADDY awards.
- Luncheons – focus on local speakers
- Roundtable – keep, stay at Firehouse Wine Cellars.

Tabled Topics for Next Meeting:

Events

- Student Design Jam
- Advertising Awards Gala
- Student Summit
- Design Jam
- Supported groups/programs

Meeting adjourned at 4:05 pm

The next meeting is scheduled for July 7th at Security First Bank at 12:00 pm.