

Feb 27 Clay Alliance Board Meeting

Attendance:

Bruce Canfield, Terri Kern, Ryan Durbin, Linda LeGendre, Donna King, Natalie Greulich, Maury Mountain, Mike O'Neal, David Miller (guest, stayed for Spring Fair update)

Meeting called to order at 7:13 p.m.

Approval of Consent Agenda:

Motion to accept Linda, Ryan second, approved

Spring Fair Update: Ryan: 54 or 55 applicants so far. Just had a Spring Fair meeting and things are going well. Will probably be at 50+ booths total. There were (58 artists) 49 booths last year. May need to take application down at some point. Will start a wait list when we hit our limit. Will decide in the next day or two.

Old Business:

Website: Fees have gone over budget with NKU. We have asked for an itemized budget from NKU. Website is now live. Not happy with the work they have done on new GoDaddy hosting site. Bruce will be working with Jesse at NKU, asked that they do no more research until there is a face to face. Members Directory is not there.

New Member Position: This position will welcome new members, send directory and Bi-Laws to new members and report back to the board each month with new member numbers. Need the process to be as automated as we can.

Email Bruce if you need to change your password. Issues with group email displaying all addresses.

Essex Gallery: Terri Kern said that we are on the Pendleton Center's wait list for a space. Jill, from Pendleton did ask if we were interested in Garage space and we said "No". The Board is Ok with moving to Pendleton in the middle of the year if something acceptable should open up. We are month to month at Essex.

Motion to open membership to gallery for Essex Walks for this year. Motion by Terry Kern and Natalie Greulich second. Passed

Communications: Linda LeGendre: update on empty bowls.

Workshops: Donna King Update: Jason Burnett workshop. \$1,250 for 0-25 participants, \$1,500 for 26+ participants, plus travel. Figure \$100 for hotel in budget, handed out rough budget numbers. We should consider space at NKU in hand building room for location. No real preference on either of the two dates. Jason Burnett is ok with staying in a member's house as long as no pets and that they don't participate in the workshop.

Donna King to go back to Jason Burnett and secure June 21-23 date. We will work on finalizing pricing next month.

Future Meetings: Just keep Wednesday night meetings

Nick Bonner is suggesting a general meeting NKU. Nick said he will be able to take care of parking. Parking issues in April? Purpose is to get some KNU students to attend. Agree NKU not a good option for April so we will invite Nick to our board meeting to discuss options. Bruce will talk to Nick.

Marketing Idea: Bruce: discussion of email marketing blast idea. We can use email addresses from square and empty bowls to use for email marketing. Cheaper than post card marketing. Would need some funding for Constant Contact for sending large numbers of emails. We would email population and ask them to opt in for future emails. We would not abandon post card mailings, but aim to augment post card campaigns. It would cost \$120 to add that capability to Natalie Greulich's current Constant Contact account. She could commit to 4 email blasts this year, 2 for holiday fair, 1 empty bowls and 1 spring fair.

Motion by Linda for Natalie LeGendre to go forward with email blast idea. Terri Kern second. Passed.

Meeting over at 8:36