

DVAA Meeting Notes • June 10, 2010

Attendees:	
	<p>K. Bliss; T. Bystrom; E. Giguere; F. Hafkin; M. Hughes; E. Kubenik; H. Kung; J. Luchsinger; R. McClernon; R. O'Brien</p> <p>Guest: Mikee Rappoport</p>
Call to order	
	<ul style="list-style-type: none"> • Pres. Robin McClernon called the meeting to order at 6:30 sharp. She began by reading a nice letter from Michael, who was unable to attend. • Karen motioned to approve the minutes from May's meeting, and Hans seconded.
Guest Presentation: Mikee Rappoport on Business Relations	
	<ul style="list-style-type: none"> • There has been a lack of awareness of DVAA within the business community. The Arts Alive signs helped by triggering questions, but we should strive to increase our relationship with local businesses. • Suggestion: network with local businesses via our website, so that there are reciprocal links between a business website and our website. Troy mentioned that the downtown Hawley, PA website (www.VisitHawleyPA.com) is a good example. We need to ensure that a business benefits from their relationship with us--can't just be a one-way benefit just for DVAA. • Elaine mentioned that we do this already with our website (we're on the site for Main Street Café, for example), but she is looking at some other options for the website. Current website is six years old and is managed pro bono by Chris Andriola in Livingston Manor. She is looking into making the website work more in this direction (linking with businesses), as well as adding things to it like an opportunity for members to join/renew on-line, donations on-line, etc. • Jane suggested the possibility of having a committee to do business development. Liz made a motion and Troy seconded. Mikee asked for us to keep her in the loop regarding these meetings, and to include her on e-mails, so she can help support this effort. • Elaine mentioned that some local businesses are members, but there are several ways that businesses can support DVAA, and sometimes it can be awkward to categorize business membership versus other methods of support. (Should membership come with a business purchasing a sizable ad in the Journal, for example?) A business-level membership might help provide a solution. • Troy suggested that a good way to target business leaders (bankers, CEOs, etc.) is at a business lunch in which the leaders could come together to discuss the vision of the organization, ways to work strategically together, etc.
Committee Reports	
	<ul style="list-style-type: none"> • Finance committee: income is up from our prediction by \$8,000, but membership is down, even considering that the renewal mailing hasn't gone out (see below). • No other committee reports, as we are now sharing these in advance via e-mail. Committee chairs, please remember to submit your reports early enough for everyone to read them before the meeting. Board members, please try to read all committee minutes before each meeting.
Director's Report	

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	<ul style="list-style-type: none">• We need to do a membership drive, with board members writing personal letters to encourage renewal/new joins. We should also look strategically at businesses.• Discussed some possibilities for providing member incentives for our series. A subscription series doesn't seem to work, due to the variety of our shows, but another possibility is members having their seats reserved for an entire series.• DiGit was held June 18-20.• Plans are under way for RiverFest. If you haven't already signed up for a shift, please be sure to do so.• Please collect box money to include for the end of the fiscal year.• We have 3-4 shows lined up for the fall. We might consider going to one bank per event to underwrite the show, or perhaps do something like the Jeff Bank Series, seeing if Jeff Bank (for example) would underwrite the series.
New Business	
	<ul style="list-style-type: none">• Troy made the recommendation that we use board meeting time to work collectively to solve a problem, that each meeting Elaine share a particular issue that we brainstorm around.• Wayne County Arts Alliance has expressed an interest in collaborating. Pennsylvania is beginning to understand that a "creative class" of people helps drive economic development.
Concluding Comments	
	<ul style="list-style-type: none">• Arts Alive logo has gotten very positive feedback, and should be used in association with RiverFest, as so many people know that DVAA does RiverFest (would make the connection between Arts Alive & DVAA for people who still don't know).• Jane made a motion to adjourn at 7:45. Troy seconded.