

Holiday Meeting and Elections

McGovern Historical Center

December 15, 2016

Present (15): Matt Richardson, Albert Duran, Annie Golden, Melissa Gonzalez, Emily Vinson, Lucy Sheely, Daniel Alonzo, Vince Lee, Adrian Melissinos, Stephen James, Lisa Cruces, Phil Montgomery, Mary Manning, Jennifer Hecker, Madeline Moya

* Eat and greet—thanks to the hospitality committee and all who brought potluck items!
* Welcome—EV welcomed the assembled archivists and guest.
* Presentation - Jennifer Hecker, Daniel Alonzo, and Madeline Moya discuss Austin Archives Bazaar

(Slides and resources will be shared via Google Drive following the meeting.)

* Jennifer Hecker—overview and advice
  + Send archivists, not PR people to talk it up;
  + have a Plan B, such as sending volunteers to listen to guest speakers, rather than risking empty chairs;
  + enlist speakers who use archives in their work;
  + pay for a professionally designed logo;
  + ask partners like Southwest Solutions, Awesome Foundation, and area repositories for money; share
  + historic recipes are popular
* Madeline Moya—social media and publicity
  + Promotion, Sponsors, Website.
  + Attend other related groups’ events (“Nerd Night,” events at Children’s Museum, etc.);
  + Flyer/poster around town—flyer pub crawl;
  + Facebook, Twitter, Instagram announcements, gradually roll out repository announcements;
  + Social Media—more work than you think;
  + Create Facebook Group page instead of Event page—better management;
  + Get people to “like” Group first, then post there.
  + Get repositories to repost.
  + Ads, Press Releases;
  + Press-Digital Impressions, newsletters; Define a target audience—(how to get noticed in a city as large as Houston?), target your promotion.
* Daniel Alonzo--What do we know? Logistics.
  + The Venue is the hardest part. Want it full but not crowded.
  + Signage—3 sizes—templates.
  + Spent about $2000 on space (discount).
  + Volunteer duties—Google doc sign-up.
  + Provide food and drink to volunteers.
  + Merch:
    - 2014—outsource, break even.
    - 2016-DIY, more work, but profit.
  + Open call for participants/archives—important! Surprise presenters may appear. Expand beyond your usual network.
  + 4-6 months lead time for repositories to plan.
* Minutes of July meeting/Secretary’s report—minutes were shared and reviewed. The motion to accept was made by Phil Montgomery, and seconded by Mary Manning. The minutes were accepted by vote.
* Treasurer’s report—the final 2016 income, balance sheet, and budget were presented. With membership down, we only had $470 in income—we had budgeted for $600. Still managed net positive income for the year.
* VP/President’s report—year in review
* Old Business—none
* New Business
  + Vote on proposed Bylaw Changes—Emily presented the proposed changes:
    - Article II.2. “Renewal of membership must be received annually by the first membership meeting of the year for the member to be in good standing.”
    - Article IV.1.C.2: “The Vice-President coordinates Archives Month activities. The Vice-President also serves as co-signer for bank accounts and other assets of the association.”
    - Article IV.2.B: “Webmaster and Hospitality are recurring committee positions. Committee members may be confirmed by the President.”
  + Elections
    - Vice-President: Matt Richardson
    - Treasurer: Sandra Yates
    - Secretary: Lisa Cruces
    - Thanks to Lucy Sheely and Melissa Gonzalez for running. They are now appointed to the Program Committee.