

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.