

**ASSOCIATED ARTISTS OF PITTSBURGH**  
**Board of Directors Meeting**  
**February 8, 2016, 6:00 PM – Ann Thompson’s Residence**

Board Members present: Ann Thompson, John Lewis, Scott Hunter, Cecile Shellman, Ken Antol, Brian Siewiorek, Mia Tarducci Henry, Emily Meyer, Ryan Lammie, Chris King, Tom Bakaitus, Jeff Jarzynka, Jack Tomayko, and David Stanger

Absent: David Bush, PJ Zimmerlink, Ken Antol

Guest: Juliana Morris, Executive Director

Welcome

The meeting was called to order after a dinner social event held at Ann Thompson’s residence.

Review and Approval of Minutes

Minutes from January 2016 were approved unanimously.

AAP Business

Much of the business portion of the meeting related to the preview event for the Annual Exhibition in May.

Chris stated that we still need to talk further about the budget, the invitation process, and ticket sales. Some of the concerns or questions involved price differences in tickets, name recognition as an incentive for sponsoring/bigger price point, corporate sponsorship. Jack and Ryan both suggested having a voucher towards an art purchase (percentage). Mia suggested it should be clear that this is a buying opportunity, and that any marketing efforts should bear this in mind. The concept would need to be well developed.

Other suggestions included having individuals to help with PR/communications. We have costs at the Museum: Culinaire is the sole caterer. Eileen Twigger has already been spoken to and there will be other meetings shortly. Evan Mirapaul’s Photo Fair should not affect our event. Chris started a timeline of what we need to do (along with the advisory committees) and when. There needs to be a lead communicator/event planner. Brian and Ann both know people who could do this. An hourly rate would be better than a flat fee.

Chris and others will pursue possible sponsorships. Sponsorship letters for individual solicitation usually does not work; phone is best. Ann suggested approaching TIAA Cref and Google. Jack felt strongly about providing something for the corporate sponsors to recognize. John said we may not have enough time for print media promotion of the event.

Ann suggesting having talking points or an elevator speech that could help with casual conversations that could lead to increased interest and eventual sponsorship. Emily volunteered to help develop a media kit.

A hard copy and email PDF of just the invitation makes sense to do. The host committee invitation was confusing to some people last year. Even though we hit goals early in 2015, an invitation helped, but we didn't need a hard copy invitation. John did not start making sponsorship calls in the prior year until April 1, 2015. The corporate information sheet was very good. It's also good to have handwritten notes (personal touch) on the invitations if done as a hard-copy or letter. This year, Pittsburgh Magazine will give us a 1/4 page ad. Jeff asked if we have an internal graphic designer. Juliana suggested Terry Boyd or Seth Clark, who we have used in the past.

### Executive Director's Report.

Juliana Morris led this portion of the meeting by stating that the January Gallery Crawl in Downtown Pittsburgh had a good turnout despite the bad weather. Pickup was the following Sunday. The Cultural Trust was happy; we sold two pieces.

Wholey warehouse is a go for the Annual Exhibition screening, but they still need to fix lights for the jurying. A paper copy of the prospectus was sent to the membership. We still need to secure a photographer and catalog designer.

Dawn has been a big asset in working in the office.

A new member screening is set for March 13 at the \$20 level. We still need space and a jury for this event.

The mayor is finally doing a reception on March 17 for the (GPAC) art/Pittsburgh's Bicentennial show.

Juliana is available to help the committees, and will help Mia with any possible membership changes.

Check-signing privileges now need to be changed so that Juliana can sign checks in smaller dollar amounts. We will further review the bylaws.

We shouldn't lose our momentum or forget the search for leased space.

### Adjournment

The meeting adjourned.