



27 September 2011
AIGA Upstate NY Board Meeting

Attendance: Sarah Burns, Marj Crum, Doug Bartow, Chris Goldan, Rachel Jenks, Greg Kauffman, and Jonathan LaPlante

Absence:

MEETING AGENDA

BOD Meeting October 25, 2011

AGENDA

Food at Greg's office in Rochester

Approval of September minutes-

Announcements:

We are changing our website to better match the national site. We are being referenced as NY, Upstate now.

CMYK business card is done and being distributed.

Working on AIGA swag: t-shirts, bags, and window cling sticker for cars.

Digital Rochester had an event that AIGA, banner, swag, and Chris were in attendance. A few of the participants came to CMYK.

Portfolio workshop happened last Thursday with 72 in attendance with five reviewers. Feedback was good, had one inquire about membership. Trying to work on reviewers (pros) and one RIT professor to become more active/members.

Treasurer

Report uploaded to basecamp. We had a good surge for member renewals which added a nice sum to our account.

Vice President:

CMYK theme from Rachel. Updates to website still in process, side bar and a few parts need still to be updated.

Thanks re: new student members (RIT), 30 SU students are finishing up their paperwork, Sarah will update all soon. Wished we could see students take advantage of the reduced member rate. Another is planned for February.

Syracuse portfolio workshop is coming up within a few weeks. Sarah Burns has traveled with Michele Truitt to the out-lying areas. The mentor identity is in process, will talk with Marc Stress again tomorrow. Want to get information out soon to membership and interested parties soon, Want to announce in the next newsletter.

Membership:

AIGA Swag. Membership report uploaded to basecamp. Discussion ensued re: the AIGA logo concept. Chris made a motion to accept the posted AIGA logo to shirts, tote bag, and window decal. Seconded by Rachel. Motion passed.

Programming/Events

In the House, a Kodak creative event, is scheduled for November 15, 7-9pm at Rochester Contemporary.

AIGA Mentoring program is slated to begin January 1, 2012.

Albany Portfolio Workshop is scheduled for early 2012 (Jan/Feb), more details to come.



Design Competition is falling apart. James Wondrack will design submission show, Dennis is still willing to work on helping with this event.

Money is available for each hub for programming. If a hub doesn't present any programming, then the money returns to the chapter for general use. The chapter would like to discuss this in early 2012.

Chris is working on scheduling the *Business of Design* event he's been talking about for 18 months.

Portfolio review is tentatively scheduled for April 12, 2012. Date will be verified by Chris and RIT.

Albany is working to schedule a December event for the Living Principals focus. Working to find speakers and other details for pushing the program forward.

CMYK:

E-blast and newsletter, twitter and Facebook has helped to boost attendance to CMYK events.

Two CMYK coordinators have stepped down, Buffalo and Rochester's coordinators have stepped down, if anyone knows of others who might be interested, please pass along to Rachel.

Jonathan or Jessica will work on the Schooled or Be-Schools information onto our website.

Education: No report uploaded, no one is currently in the position. Sarah and Chris need to do a conference call re: getting someone to represent the student groups. Trying to coordinate updates and renewals of student groups. Sarah has been in touch with Cindy Koren re: follow up with education groups in her area.

Chris is emailing faculty leaders, to keep them updated on events for the chapter they may want to involve their students.

Communications:

Chris has had interest in obtaining a unique web name for the Design Competition. The site name will be purchased (\$10) for this event. The site, New York State of Design.com is available. This way there will not be a long name, but rather a shorter, unique name.

Jonathan please post your report on basecamp. Please send this week content that you want to post to the newsletter. Link colors have been changed, the splash page will be live by the end of the week, we can move to our design competition to it's own site when we have it. Will get the splash page live before we publish our next newsletter.

Next board meeting: November 29, 2011.

Adjourned: 6:58 p.m.

