



American Institute of Graphic Arts  
Upstate New York Chapter  
137 East Avenue, Suite 203  
Rochester NY 14604  
[upstatenewyork.aiga.org](http://upstatenewyork.aiga.org)

President  
*Christopher Goldan*

Vice President  
*Sarah Burns*

Secretary  
*Marj Crum*

Treasurer  
*Greg Kauffman*

Communication  
*Jonathon LaPlante*

## **BOARD MEETING: 11/29/11**

### **ATTENDANCE:**

Chris G., Greg K. Sarah B., Jonathan L., Rachel J.

### **ABSENCE:**

Marj C.

Start: 6:08 pm

### **AGENDA**

Mailing List and Eventbrite Access

CMYK December & Moving Forward

SPARK - <http://upstatenewyork.aiga.org/content.cfm/become-mentor>

New York State of Design - [http://jonathanlaplante.com/newyorkstateofdesign/index\\_home.html](http://jonathanlaplante.com/newyorkstateofdesign/index_home.html)

### **ANNOUNCEMENTS**

Membership, Program and Finance National Board Meetings

Obama Spec Work letter to Campaign Organizers from Ric Grafe (AIGA.org)

President reminder of Mohawk Living Principals no longer available, encouraged to stay in touch with Mohawk and regional reps for potential sponsorships.

Roderick, Syracuse University, event relating to propaganda, reached out to Sarah

Mark Stress Donated 3rd AIGA UPSTNY Banner, hosting NYSOD website

### **Communications Calendar:**

1. Boxcar Press setup on eventbrite
2. Newsletter Due December 6th, content due this weekend.
3. Mentor E-blast reminder due out December 19th.
4. CMYK E-blast December 8th (Thursday before)
5. Discuss launch date of NYSOD website, potential Dec. 15th e-blast on competition.

Reminders from Jonathan to keep communications on schedule.



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### **Eventbrite and Mailing List Access**

- Only board members allowed access for communicating with members on events and happenings within chapter as per Nationals regulations
- Currently have coordinators with access to eventbrite with access to members and information
- How do we handle this gray area?  
Suggestions: Mail list: Let it ride, board members only have access to list (excel file)  
Eventbrite, leave alone for now  
Nov 12, e-mail on member lists
- Upcoming events, name list distributed but stripped of all information other than names.

### **Events – CMYK**

- Utica would like to have their own agenda for December talking about Bad or Good Clients
- Do we want to endorse client bashing as a chapter?
- Approach with supporting event theme, encourage keeping event to one location
- Rochester, Scotland Yard?
- Rachel is moving to Binghamton in January, last Rochester CMYK, will stay involved through and after transition

### **Events – Spark**

- Sarah been busy fine tuning voice of Spark with C. Goldan
- PDF leave behind for Universities
- Buttons have been ordered for swag collection
- Would like to see Spark on the homepage, new widget above events titled: Get Involved
- Feature section would highlight NYSOD and Spark program
- Need to have people enter their information when expressing interest through email.  
Could we create three fields for Mentor and 3-4 fields for Mentee, Name Contact info, school or profession. May be difficult to add to site due to knowledge and site restrictions.
- Encourage communications with professionals and students to get people to sign up.

### **Events – NY State of Design**

- Review website, 24 hours for any additional feedback.
- Initial Feedback: A little small, couple typos, more prominent identity to AIGA UPSTNY.
- Need sponsorship