

Attendees: Diane Painter, Amy Copely, Jordan Brough, Glenda Shortt Skelley, Tom Watson, David Lang, John Carter, Jim Waldron, Allie Graves

Started 6:03pm, adjourned 8:04pm

Member Introductions:

- Diane – Scheduling chair for Purcellville, leads and needs support with getting organizers for events
- Amy – co-steward of sewing/craft area, interested in how to publicize what is available in the sewing space
- Jordan – 3D printing, laser cutting, previous experience with marketing, branding, and packaging design
- Glenda – ceramics and stained glass steward, background in community organizing and social outreach
- Tom – last 10 years working in marketing and software, runs local business and interested in providing help where needed
- John – Leesburg steward, helped with current branding and brochure previously
- Jim – Board Director and Secretary

Outcomes & Decisions:

- New committee members: Glenda, Jordan, Amy, Tom, David Lang
- Marketing committee to meet monthly, primarily in person with the option for virtual. Meeting sites to alternate between Leesburg and Purcellville

Action Items:

- Brochure refresh – Jordan and John Carter to work
- New slack channel for project help needed – Allie to make
- Reach out to the Loudon Times Mirror to add our open houses and upcoming classes to their weekly even listings – Allie to take for action
- Put together new member welcome packet (to include committee chairs, steward, and other leadership POCs, where to find what equipment is available, how to get project help – maybe a QR code?) – David & Allie
- Create hashtags, post in Makersmiths spaces and disseminate to members for use on social media to start collecting content – Allie
- Put together list of sewing area resources – Amy
- Put together list of Ceramics and stained glass area resources - Glenda

Help Needed:

- Need to identify someone to own video and content editing for social media platforms
- Work with stewards to get an updated and list of equipment and resources available in each area geared at informing current or especially new members on what all is available to them and how it can be used
- Get the word out to the local ceramics community on Makersmiths ceramic capabilities and resources
- Talk to Membership committee about how we could go about pairing new members with older member to help engage new members early
- Need an organizer for the Purcellville Red Tag Sale (Oct 10)
- Need an organizer for the Celebrate Purcellville Festival (Oct 10-17)

Future Items to Bring to the Board

- Socialize and get approval for Makersmiths to provide therapeutic creative skills classes for local in-need communities
- Approval for a small annual discretionary budget (\$1000) for Marketing to provide Member of the Month/Member of the Year incentives
- Approval for a member of the month initiative where members that have been with the community for over 1 year nominate members who have been with the community for less than one year and all members vote on those nominees for member of the month.
- Approval to add member interests/skills to the directory (or at least add an opt-in for members moving forward if privacy is an issues)

Issues & Discussion:

- Volunteers tend to be the same group of people, how do we do better about incentivizing members to get involved?
 - Look at recognition opportunities, such as a member of the month spotlight in our newsletter, maybe even make some trophies or post their photo on the wall each month
 - See if it would be possible to get a small discretionary budget for marketing to either comp a month's membership or a class
 - Could also look into a larger annual member of the year prize, maybe some sort of maker gift based on their interests

- Another good way to connect older members to newer members would be to have it be a new member of the month award, where members that have been with the community for over X years can nominate members that have been with the community for less than a year and then all members vote on who receives it.
- How do we give back to the community more, especially to support grant applications?
 - Provide creative skills classes to in need communities
 - Engage with local VA and/or social services office to provide support to those in need of things the Makersmiths community could help build (e.g., mobility aids for disabled Veterans)
 - There's a sizable community of Veterans and others with PTSD that engage in bee keeping as a form of therapy, bee hives are easy to build. Makersmiths could make and donate some bee hives.
- A lot of new members don't know where to find POCs, classes, volunteer opportunities, etc., or don't end up engaging very heavily with the community. How do we do better about bringing new members into the community?
 - We have Slack, a Google Drive, and the Wiki available as repositories. We should look at how we simplify and consolidate key pieces of information to make it easier for new members to have a one stop shop.
 - The new member dashboard was a great start, so maybe we just need to add/update some info.
 - Look at adding member interests and skills to the directory
 - We could pair older members with new members – work with membership committee to look into this, and to strengthen marketing efforts more broadly
- There are a lot of resources that are underutilized by members, despite their being local demand. How do we engage new and current members to increase awareness on what is available?
 - Have an area focus for each month (e.g. focus on sewing area, highlighting projects, how to's, classes, etc.)
 - There is a significant local demand outside of the community for ceramics equipment, most ceramics studios are full and have long wait lists
- Web admins can provide unique URLs for use on different platforms as a way to help track what's working and what's not from a marketing perspective
- Use of social media:
 - Makersmiths currently has accounts on Instagram, Pinterest, Facebook, and Youtube
 - May be interest in a class on editing for social media

- - Ask members/stewards to film how to or quick tip-like shorts