

# 2021-08-16 Meeting notes

## Date

16 Aug 2021 7:00PM -

## Attendees

- [David Lang](#) - Absent
- [Jessee Maloney](#) - Absent
- [user-eefcb](#) - Present
- [John Dubelko](#) - Absent
- [Jonathan White](#) - Present
- Julien Tricheaux - Present
- [Michael James](#) - Present
- [Scott Newman](#) - Present

## Goals

- Regular monthly meeting

## Discussion items

| Time | Item                             | Who | Notes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|------|----------------------------------|-----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|      | Approve previous meeting minutes |     | <ul style="list-style-type: none"><li>• Accepted as presented</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|      | Bluemont Fair                    |     | <ul style="list-style-type: none"><li>• September 18&amp;19, 10-5</li><li>• Have volunteers for the 19th, need 2 FTE for the 18th.</li><li>• Volunteer platform - SignUp Genius? SignUp.com?</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|      | Analytics Review                 |     | <ul style="list-style-type: none"><li>• Facebook - recurring posts for open house, Jonathan is working on classes, Jessee is also helping there.<ul style="list-style-type: none"><li>◦ Analytics screenshot here:</li><li>◦ Scheduling was posting events, this has little effect vs posts</li></ul></li><li>• Website<ul style="list-style-type: none"><li>◦ Analytics screenshot here:</li><li>◦ Where are referrals from?</li></ul></li></ul>                                                                                                                                                                                                                                                                                                                                                                                 |
|      | Hackathon Update                 |     | <ul style="list-style-type: none"><li>• Added to newsletter</li><li>• New Slack channel</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|      | Flyers                           |     | <ul style="list-style-type: none"><li>• Current round of updates finished (mostly related to membership changes, some typos, and minor content revision.</li><li>• We should undertake an effort to review the entire thing with a marketing eye, and determine if any additional changes are required. Suggestions include:<ul style="list-style-type: none"><li>◦ Ceramics - change to Ceramics and Glass ? (Glass limited to slumping and fusing I know, but glass work of this type is quite popular.)</li><li>◦ Any chance we could add a blurb about Blacksmithing? It seems to be real popular and a big draw. - Jim?</li><li>◦ Combine Metal Shop, Welding, and Blacksmithing into one section? - Jim?</li><li>◦ Other ideas?</li></ul></li><li>• This can be a future item, just getting it on the radar here.</li></ul> |

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|--|---------------------------------------------|--|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | Demo Days                                   |  | <ul style="list-style-type: none"> <li>• Window decals, Cleanup and Paint, and all the other things done in preparation - Thanks!</li> <li>• How do we feel it went? <ul style="list-style-type: none"> <li>◦ Attendees tended to linger</li> <li>◦ Do we know how many came/participated?</li> <li>◦ Traffic not huge but steady</li> <li>◦ Price was fine</li> <li>◦ Need follow-up with photos, reach out to media, after-event release</li> <li>◦ Instagram and Facebook content created</li> </ul> </li> <li>• Do we want to think about this being regularly recurring? <ul style="list-style-type: none"> <li>◦ Maybe 3-4 times per year</li> <li>◦ Maybe something holiday related - Christmas or Halloween, or Thanksgiving? Make it a Facebook Post vs. Event</li> <li>◦ Does Jessee have any photos from the event for the next one?</li> <li>◦ Try some different activities: Laser, Soap making, UV printer, pumpkins</li> <li>◦ First Fridays becoming every Friday? <ul style="list-style-type: none"> <li>▪ Can we get on the Leesburg First Friday list? Loudoun Arts Council, Leesburg Downtown Business Association - Jonathan will reach out</li> <li>▪ Set up projects that we can rotate through - Michael will start identifying ideas - Laser engraved pencils for September 3</li> </ul> </li> </ul> </li> </ul> |
|  | Marketing email collection and distribution |  | <ul style="list-style-type: none"> <li>• What should we do with WaiverForever info <ul style="list-style-type: none"> <li>◦ Add to WA? We are currently at 1562/2000 contacts allowed in our subscription</li> <li>◦ Follow up effort?</li> <li>◦ Enter info from manual waivers to Waiver Forever? <ul style="list-style-type: none"> <li>▪ Is this allowed/legit?</li> <li>▪ Do we allow manual waivers?</li> <li>▪ We require all members to have a current WaiverForever entry.</li> </ul> </li> <li>◦ Do we actually require Waivers for Tours/Open Houses? Do we actually require contact info for tours /open houses? What will we do with this info? <ul style="list-style-type: none"> <li>▪ Contacts subscription form? What is the difference then between Contacts and Guest Subscribers?</li> </ul> </li> <li>◦ Hand out cards/flyers at open houses inviting people to take the next step and sign up for Guest Subscription or a Membership?</li> <li>◦ Do we have Waivers for all members? Can we make this part of the sign-up process?</li> <li>◦ Clean up the Wild Apricot data and archive the unsubscribed members to reduce our contact usage.</li> <li>◦ Do we send too many emails? Should we have a weekly summary email to Guests, rather than all the individual Event Announcements.</li> </ul> </li> </ul>   |
|  | Style and Branding Guide review/update      |  | <ul style="list-style-type: none"> <li>• This is a future project that I wanted to add to the Round Tuit list.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|  | Schedule next meeting                       |  | <ul style="list-style-type: none"> <li>• Would normally be on the Second Sunday BEFORE Board meetings at 7:00PM. For next month that would be Sunday, September 19 at 7PM.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

## Action items

- ☐ [Scott Newman](#) - Open House submission to Loudoun Times-Mirror (overdue)
- ☐ [Scott Newman](#) - Submit URL requests to website committee (submitted; working with website committee on setting up and managing URLs)
- ☐