

2021-10-17 Meeting notes

Date

17 Oct 2021 7:00

Attendees

- Bill Wotowiec - present
- [Bryan Boston](#) - present
- Chuck Whitacre - present
- David Bock - present
- [Jessee Maloney](#) - present
- [user-eefcb](#) - present
- [Jonathan White](#)
- Julien Tricheaux - present
- [Scott Newman](#) - present

Goals

Discussion items

Time	Item	Who	Notes
	Approve previous meeting minutes		Accepted as presented
	Resignations		• David Lang has resigned from the committee, citing scheduling conflicts. We thank David for his service and welcome him back if his schedule allows in the future. • Scott Newman has announced his resignation as Chair of the committee, effective October 17, due to insufficient bandwidth to perform the duties. He is willing to continue to serve as a member of the committee at the pleasure of the new Chair.
	New Members		• Chuck Whitacre - nominee for Chair • David Bock (Social Media subcommittee Chair) • Bill Wotowiec • Bryan Boston
	Bluemont Fair		We successfully exhibited at the Bluemont Fair. We gathered contact information for almost 60 people and handed out hundreds of flyers, brochures, and cards. Shout out to Ralph Pugh, Jessee Maloney, and especially Bill Wotowiec (who staffed both days all day at the Bluemont Fair). We met a lot of folks, talked ourselves hoarse, and hopefully spread the good word about Makersmiths far and wide! Their effort and support are appreciated! Thank you! Perhaps Waterford, Lucketts, etc. Add Open House info to directional map cards, and classes were a common inquiry.
	Curriculum Committee		A curriculum committee was discussed.
	Analytics review		No presentation
	Hackathon update		No news
	Flyers /Brochures		• We should undertake an effort to review the entire thing with a marketing eye, and determine if any additional changes are required. Suggestions include: ◦ Ceramics - change to Ceramics and Glass ? (Glass limited to slumping and fusing I know, but glass work of this type is quite popular.) ◦ Any chance we could add a blurb about Blacksmithing? It seems to be real popular and a big draw. - Jim? ◦ Combine Metal Shop, Welding, and Blacksmithing into one section? - Jim? ◦ The three things that were effective about the brochures at the Bluemont Fair were the Open Houses, the maps, and the membership information. The one question we got repeatedly was about classes. ◦ Add Open House Hours to our directional/map cards ◦ Frame Shop? ◦ Other ideas? • This can be a future item, just getting it on the radar here.

	Demo Days /Monthly Open Houses		September was good, October was not. Promote on Facebook? Other promotion ideas.
	Marketing email collection and distribution		• What should we do with WaiverForever info ◦ Add to WA? We are currently at 1562/2000 contacts allowed in our subscription ◦ Follow up effort? ◦ Enter info from manual waivers to Waiver Forever? ▪ Is this allowed/legit? ▪ Do we allow manual waivers? ▪ We require all members to have a current WaiverForever entry. ◦ Do we actually require Waivers for Tours/Open Houses? Do we actually require contact info for tours/open houses? Classes? What will we do with this info? ▪ Contacts subscription form? What is the difference then between Contacts and Guest Subscribers? ◦ Hand out cards/flyers at open houses inviting people to take the next step and sign up for Guest Subscription or a Membership? ◦ Do we have Waivers for all members? Can we make this part of the sign-up process? ◦ Clean up the Wild Apricot data and archive the unsubscribed members to reduce our contact usage. ◦ Do we send too many emails? Should we have a weekly summary email to Guests, rather than all the individual Event Announcements.
	Style and Branding Guide review /update		• This is a future project that I wanted to add to the Round Tuit list.
	Marketing Gift Memberships		Via Social Media.
	Marketing Committee Budget		Due Nov 7
	Schedule next meeting		• Would normally be on the Second Sunday BEFORE Board meetings at 7:00PM. For next month that would be Sunday, November 14 at 7PM.

Action items

