

MINUTES OF MEETING OF THE BOARD
OF ASMP HELD JUNE 10, 2009

The June 10, 2009 board meeting was called to order at 6:00 P.M. at the Denver Press Club by the President, McCory James.

The following individuals were in attendance: Paul D. Rubner; Steve Sokolik; McCory James; Rich Douglas; Peter Wayne; Nicole Nichols; Paul Trantow; Brent Ward.

An agenda for the meeting was presented, a copy of which is attached.

The first item for discussion was the up-coming Chase Jarvis event, which is scheduled for Friday, June 12, 2009 at the Denver Newspaper Agency. We need volunteers to set up a table at 5:15. ASMP has been listed prominently as a sponsor on the promotional literature and we have agreed to once again fund the event at the \$600 level. McCory received a telephone call yesterday concerning posters, but it is too late to effectively get them out so as to have any impact and the schools are between semesters. The Art Institute does not operate on a semester basis but it is effectively too late to have an impact there.

On the general topic of programs for the remainder of the year and into next year, McCory raised the issue of the necessity of nailing down those events.

We have not scheduled any meetings for July, but do have a Pixels and Pints event scheduled for C.B. & Potts in Westminster on July 8, 2009.

An event on pricing is scheduled for August, but we have yet to nail down a venue and date. Rick Souder has been contacted but we have not heard back from him to finalize arrangements. We also need to contact Big Kahuna Barbecue to provide food for the event, which in the past has cost between \$350 and \$400. By charging for beer and wine, we can defray some of the expense, but that will not cover anything more than cost of the beverages. Rich Douglas will contact Rick. The format will be simple and straight forward, with McCory chairing audience participation on how to go about responding to an RFP and what elements go into pricing decisions.

We need a September program. Boyd Norton is an ASMP member who does wildlife photography (largely in Africa) and who lives in Evergreen. He may be willing to do a program, but his availability, especially in September, is uncertain and he might be willing to participate for no fee if he is able to promote his various books at the event. It might be possible to co-sponsor such a program with the Denver Wildlife Club. If Boyd is not available this year, we should set up a program for next year.

Dick Durrance is a possibility for October. He would want to do a landscape shoot at Roxborough Park and then continue with post capture process at the WWA facilities

at Belmar. Brent Ward is in charge of nailing down a date with him. This also could be a possibility for September if Boyd Norton or Blake Discher is unavailable. In October, the landscape people may not be available because they will all be out shooting.

Pending finalization, the September program will be Blake Discher, who would be willing to do a program for \$500 and lodging. There would be a 2 day event, with ASMP picking up the first day as an educational program relating to negotiating techniques under the ASMP National budget and ASMP Colorado picking up the costs for the second day, which will deal with search engine optimization ("SEO"), which is a topic of wide interest. Steve Sokolik will be in charge of getting the date booked and coordination of the event.

We need a venue for the "10 Pictures To Be Remembered By". There had been some conversation concerning Laura Merage's space for emerging artists. Things would work best if the exhibit could be set up the day before the event and left overnight, so that the whole thing did not have to be done in one day. Also, Mike McConnell's studio has worked very well for such things and Rich Douglas has agreed to contact him. Other suggestions for locale were the airport and Walnut Brewery. Rich Clarkson will be contacted along with Katie Girtman regarding the airport venue. This event will take a lot of time and effort, so we need to have sufficient lead time to get it together. Nichole Nichols will coordinate this. We need to schedule this for early in the month, so as not to interfere with the holiday schedules everyone will be fighting.

Susan Goddard has suggested an event combined with the Art Director's Club, which would offer a few prints from each member for sale in order to raise funds for charitable purposes. Because this is another long lead time project, it was decided to put this off until 2010.

Blaine Harrington's name was mentioned regarding a possible travel photography related program as was Tyler Stableford, who lives in Carbondale and who is a member. Katie Girtman knows him.

Other ideas for programs included a kind of "speed dating" review of members materials with art directors.

Dan Jahn, who is a new member and has a studio that he would like to rent out on a fee basis, has offered to host a Pixel & Pints gathering in order to familiarize members with his facilities.

Regarding the web site, it was noted that it looks better and is functioning better than ever before and that Peter Wayne has done an outstanding job, but is being given a lot of time consuming and difficult tasks that extend far beyond a simple web master function for the organization. Various ways to hire and compensate him for his extraordinary efforts were discussed and it was decided to first generate a list of what we wanted him to do and then figure out something in the way of remuneration. McCory pointed out that the agenda for today's meeting has some of

the items that need to be accomplished and that many of the suggestions have come from the board. We need to refine the list to give Peter some better idea of what his time commitment will be.

Items reviewed regarding the web site included keeping events up to date, keeping the calendar current, keeping the content current, and blog entries. Peter keeps up with those. Other items related to dues, posting of tear sheets, Meet Up functions etc. In regard to the blog, it was decided that some measure of control needed to be exercised so that it would be open to the board members for postings, but that McCory could take down inappropriate postings either on his own or, if there was any doubt, in consultation with some of the other board members. Nothing that competes with the programs ASMP is promoting should be posted.

On tear sheets, etc., Peter has been spending time straightening out inadequate submissions where the images are not the right size and the copy is not of high quality. He was encouraged to just kick back the submissions if they are inadequate or, alternatively, post them as they are even if they are not very good. It should not be his responsibility to edit anyone else's inadequate submissions.

There was considerable discussion concerning display formats for ASMP booths and McCory presented 3 images of alternative arrangements. It was unanimously agreed that we should get 2 of the self supporting vertical banners at \$360 each and investigate whether the cost could be defrayed by putting a sponsor's name on the banners. If not, we would just buy them at retail. Brent Ward will look into obtaining the banners, whether from Photocraft or someplace else. We should set a deadline for the end of July so that we have them for the sign-up event at the Art Institute.

In regard to sponsors, Steve Sokolik raised the issue of finding sponsors for particular events or year-long sponsorships. The example of the Art Directors' Club was raised, but Brent Ward pointed out basic differences in the ASMP position in the media market versus the Art Directors' Club position. Paul Trantow has developed some sponsorship brochures that he can provide. It was suggested that there be a link on the web site to sponsorship information and that the brochures could be the basis for content for that link. Paul Trantow and Peter will get together to work that out.

Other web site links could include a Facebook link, where ASMP is listed on a "Fan Page", the blog site, and Meet Up site could be included. We might also consider an ASMP Colorado Flickr page.

On the new membership efforts, contact with the Art Institute has not so far produced any results. However, Frank Varney has asked Paul Rubner to make a presentation on July 15 at the Art Institute and Kelly Pohl has suggested a booth at the Art Institute sign-up on August 5. Paul Rubner may not be able to be at the August 5 event and, even if he is there, some additional volunteers will be required.

Paul Trantow provided a CD that could be set up on a lap-top to loop and provide a kind of automated pitch.

Paul Rubner has met with Kenn Bisio from Metro State, who expressed serious interest in a wide ASMP recruiting effort, which could form the basis of a club affiliated with ASMP. That would form the basis for ASMP having access to Metro facilities at no cost. He also suggested ASMP student member field trips with Metro State faculty members and ASMP member mentors, which would not be limited to any one institution's students. This could be a great opportunity to involve new student members.

Paul Rubner has had several conversations with Todd Joyce, who is the new national membership chairman. Todd reports that the student membership structure is under review and that it will be designed to make membership more accessible and more desirable for student members. Nothing will happen immediately, and in the meanwhile, the \$35 student membership deal is still in place, but the required 15 member batch application cannot be across institutional lines.

Rich Douglass reported on how the Allison Earnest program fared, which was quite well. We had a total cost of \$1,770 and took in \$908 at the door plus a \$250 sponsorship contribution from Santa Fe Camera, for a total of \$1,158. Therefore, the total cost to the chapter was \$612. We presently have a \$6,750 bank balance and, with the remaining programs and what they are expected to take in, will shoot for a year-end balance of \$5,000. We need to do a better job of promoting events well in advance to relevant audiences and, if we do so, may even make some money on events!

Upon motion made, duly seconded, and unanimously approved, the meeting was adjourned at 7:35 PM.

June 11, 2009.

_____/s/ Paul D. Rubner_____
Paul D. Rubner
Secretary