Coordinating Committee: Membership Recruitment
January 10, 2022

Attendees:
Kristin Adolfson
Bonnie Bernstein
Aran Donovan
Erica Goldfarb
Lana Lambert
Kevin McFadden
Ramona Martinez
Yolanda Merrill
Garrett Queen

Meeting Notes: Membership Brainstorm

Current Outlook + Member Retention:
Omicron still in effect for next few months. Maybe need to look to spring for pitching more in-person activity.

In the meantime, we can focus on member retention if we can't outreach to new members; appeal to regulars. Reaching out to folks who've participated but not renewed. Perhaps need another ping.

For Member Retention:
- Instead of January Annual meeting, maybe shoot for an April Annual meeting.
- Option for regular members to do annual exhibit, one work each, possibly to be displayed at VH.
- Possible reciprocal exchange with other book arts orgs
- Discount with local businesses

Website: with regard to site map, we could move membership to more prominence. Talk to Trey at VH re: possible changes to update wording/hierarchy. Adding button for instructor support, workshop suggestions.

Another Type of Membership:
If membership’s primary benefit is access to workshop, it appeals to a mainly local audience—which limits us in terms of who we can ask. If there are tiers of membership, there could be a non-local membership level that allows access for folks who don’t live here but who still want to be involved. Such a membership might provide:

- Early access to Raucous Auction
- A broadside/ephemera
- Zoom classes
- Member discount on one in-person course

May not get that much money out of this push but it will expand membership base. Aiming to have this ready by June when regular membership pitch goes out. VH may support mailings.
Possible Zoom Programming:
Look to programming and members already engaged before beginning broader outreach in future.

- Artist talks—Ramona M has some ideas.
- Solace in workshop
- Quaranta discussion

Action Items:
- KM or AD to talk to Trey re: website update.
- GQ or AD to ping non-renewing members and offer a reup.
- Lana, Kristin, AD to draft “Friends” level membership.
- KM reaching out for discount with local businesses.
- Reforming standing membership committee.
- Erica to facilitate annual member show.
- GQ + RM to research digital programming. Quaranta to be first digital program (shooting for April/May/June). Interns are in touch with some. AD to support.