

February 2022 Agenda

Meeting: 02/10/2022

Executive Committee: 6:00 pm - 6:30 pm

Full Board and Committee Chairs: 6:30 pm - 7:30 pm

Secretary: Jim Reiman

Present Members of 13 Total Board Members (need full names): Jen Magnuson, John Shelton, Jim Reiman, Daniel Hirsh, Greg Smith, Flor Blake, Paul Gomez, Samantha Behrens, Rick Souders

Guest Members: Howard Paul

Approval of December Minutes of prior meeting: Jim Motions to approve, Daniel Seconded. No Discussion. Approved. Motion Passes.

Approval of January Minutes of prior meeting: John Motioned to approve, Greg Seconded. No Discussion. Approved. Motion Passes.

Approval of Financials: Greg Motioned, Paul Seconded. Approved, Motion Passes.

- Discussion - Sam needs a new ASMP Credit Card. John will contact the bank and update the mailing address.

Additions or deletions to the agenda: No

Executive Update	<p>National Chapter Updates:</p> <ul style="list-style-type: none">● National has done an excellent job of streamlining budgets and cutting expenses.● Chapter reimbursement guidelines now require justification of any expenses exceeding \$200/month or \$400/event.● Reimbursement form has been moved online!● Jacie has Google Analytics for chapter websites - Passed on to Larry.● Guidelines for getting chapter content into the Academy is forthcoming from Tom Maddrey.● Working to really highlight member benefits and the partnership with Petapixel - we can submit ideas for Petapixel content if we have them.
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Old
Business

Presentation of Financials - John Shelton

- <https://drive.google.com/drive/folders/1JllsE3h9rnKevKG-0uC41o6taA9wgDcy>
- *The biggest thing that would help with financials would be if any one that uses ASMP cards could email John to let him know who it was paid out to and what it was for. Include a copy of the receipt.*
- *Mike's Camera did pay sponsorship last year but the check was sent to the wrong address.*
- *John will update the address for all of our sponsors.*

Phone Tree Initiative Update:

- Continue to call your assigned members.
- Push Find a Photographer during calls.

Phone Tree Script: <https://docs.google.com/document/d/1esiZKDK5eioS1ljdGQmcqffNht86Ejp4EgFBELajkN4/edit>

- Question: Is there a deadline every month?
 - *Maybe we could make it the third Friday of every month (Feb 18th).*
 - *Current Find a Photographer campaign deadlines*
 - *February send is 2/22/2022*
 - *March send is 3/22/2022*
 - *April send is 4/19/2022*
 - *There appears to be more clicks on member websites via google analytics - indicates Find a Photographer campaign might be working.*

Phone Tree List: <https://docs.google.com/spreadsheets/d/1f1UzHi8TwPqmc7V0KZQkJX0Al4GcbD4agTRSFk-cl5k/edit#gid=0>

- Student/Associate Member Dana Johnson quit because everything is on zoom. Maybe Greg or Flor could reach out.
 - *Greg, please connect Dana with Flor.*

Testimonials Update:

- Update from Kathryn.

Increasing Membership:

Upcoming
Events

ASMP Presentation Template

https://docs.google.com/presentation/d/11dtWjpyfJypr77x_vMC9GspF7jJQbjS6YZdkM8bhUU/edit#slide=id.gf5cfd85e01_0_17

Virtual Assistant’s Workshop Update:

- Update from Sam:
 - Still need presenters.
 - Jim talk to Steven Beglieter to see if he wants to be a presenter.

Virtual Headliner Event Update: 5/14/22

- Update from Rick:
 - Rick contacted Wonderful Machine
 - Wonderful Machine wants to do a 5 part event with 6 different people from Wonderful Machine.
 - Duration: 8:00 -8:30
 - Opening Conversation with Bill Cramer and Rick Souders
 - Duration: 8:30 -10:00
 - Topic: How Photographers Can Create a Compelling Website
 - Speaker: Senior Photo Editor Honore Brown will discuss website branding for photographers. She will discuss how to curate photos and present them effectively on a website.
 - Duration: 10:00 -11:30
 - Topic: Marketing Materials and How to Create an Effective Marketing Plan
 - Speaker: Senior Marketing Specialist Jemma Dilag will discuss the current marketing trends for photographers.
 - Duration: 11:30 -1:00
 - Topic: SEO for photographers
 - Speaker: SEO Specialist Ashley Vaught will touch upon most popular photographer websites and share best practices for photographers on improving your website’s visibility in organic search results.
 - Lunch:Duration: 1:00 -1:30
 - Chat with Bill Cramer and Rick Souders

New Business	<p>Find a Photographer Update:</p> <ul style="list-style-type: none"> ● No January Entries. ● Update from Kathryn: <p>Thank you gift for Katie Warnke (Outgoing Chapter President)</p> <ul style="list-style-type: none"> ● What should we do to thank her for her service to the chapter? ● What have we done in the past? <ul style="list-style-type: none"> ○ Hotel and Dinner Gift Card for \$250 ○ We are limited on the ability to give gift cards now. ○ <i>Rick motions to do the same for Katie as we have in the past with National approval.</i> <ul style="list-style-type: none"> ■ <i>Greg Seconded.</i> ■ <i>No Discussion</i> ■ <i>Jen will confirm and cap the spend at \$250.</i>
Next	March 10th, 2022

NAME/ POSITION	February 2022 Reports - Due Wednesday February 9, 2022
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<p>Jen Magnuson/ President</p>	<ul style="list-style-type: none"> - Attended the Chapter Leader Planning Meeting <ul style="list-style-type: none"> - Passed along new Treasurer reporting information to John Shelton - Information on getting Chapter content onto the Academy is forthcoming from Tom Maddrey. - Jacie now has Google Analytics for Chapter Websites - Reached out to Illea to get the website translation started. She responded on Wednesday, and will get the pages translated by 2/24 for the \$.20/word we had agreed to pay her when we started this process. - Created Board Survey to assess where we can improve in 2022. - Paul Weinrauch and I spoke and agreed to drop our old domain registration, and associated email addresses, because our new domain under national has been active and normalized now, and the redirect is no longer necessary. I emailed the full board/ committee members with this change. - Received one board interest form and we spoke. She is interested in marketing, web/social media, and potentially doing some newsletter, or at least staying on top of how our communication flows across platforms. She has an AMAZING digital marketing background and some great ideas! She may or may not be at the meeting, but I am sending an email to
<p>Kathryn Wagner/ Vice President</p>	<p>Please add Report</p> <ul style="list-style-type: none"> ● Find a Photographer first send out was a success in January <ul style="list-style-type: none"> ○ 6% Open Rate ○ 2% Click Rate ○ Top names that interacted were Boeing, Crocs, CDG, Essentia Water ● Updated dates for the next round of Find a Photographer went out with the most recent newsletter (Thanks Daniel!)

John Shelton/
Treasurer

- Financial reports through Feb 9th are on file in our Google Drive: <https://drive.google.com/drive/folders/1JllsE3h9rnKevKG-0uC41o6taA9wgDcy>
Our Cash Balance and Accounts Receivable total \$11,898, with only \$60 in outstanding receivables to collect. The P&L reflects FY2022 expenses to date (no revenue outside of receivables): 1) costs for setting up a virtual mailbox, including notary service (Misc Exp); 2) a reimbursement of 5-year old gift cards from Mike's (a negative expense); 3) the usual monthly bank and storage fees; 4) an temporary "uncategorized" expense of \$26.99 that has been reimbursed and will clear the bank within 3 days.
- The reimbursement process to ASMP National is now electronic. National now requires that chapters justify any reimbursement request for ongoing expenses that exceed \$200/month or \$400 per event. National wants to know that monthly expenses are necessary and used if they exceed \$200/month. For events exceeding \$400, they want to ensure that we are spending on events that provide value to members. This only applies to expenses for which we seek reimbursement.
- AMCP Colorado now has a permanent mailing address: **2770 Arapahoe Road, Ste 132-1119, Lafayette, CO 80026**. The account with iPostal1 works through UPS locations and allows standard pick-up, online mail scanning, and mail forwarding wherever we have board members. The financial impact is \$99/year, plus any special handling. There was also a one-time \$25 notary fee for Federal security compliance. Confirmation is in process now, so please do not use the address just yet. Once confirmed, I will notify the board, vendors and sponsors accordingly.
- Colorado ASMP will retain its current LLC compliant-status, and later in 2022 it will be responsible for its own reporting with the state and IRS. National will ensure that the proper reporting is done at the State and Federal level through 2021, and will meet with the chapter leadership later this year to handle transition.
- Our Public Storage account has been updated to include the following persons for unit access: Jen Magnuson, Kathryn Wagner, John Shelton, Samantha Behrens, and Larry Goodwin. Old names were removed, but any changes are possible, up to five individuals.
- All ASMP card holders are advised that bank statements frequently do not show vendor or expense purpose in the transaction reports. When using your cards please: Send an email to ASMPCOTreasurer@gmail.com that confines your use of the card, vendor name, purpose, amount, and date.

<p>Jim Reiman/ Secretary</p>	<ul style="list-style-type: none"> • Send Howard and TJ the AIGA School Contact list for comparison • Connected with ¼ of the students that received the ASMP Scholarship. He would like to volunteer, has submitted the form. Lives in Iowa. • Helped to refine the Agenda/Minutes
<p>Daniel Hirsh/ Newsletter</p>	<p>47% Open Rate (Avg is 39%) 2% Click Rate (Avg is 8) 9% Bounce Rate (Avg is 11) Unsubscribes: 0 Sent to 911 Opened 372</p> <p>Desktop 95%, Mobile 5%. Sent 02/04 at 5:00 pm. Resent 02/10 12:00 pm Please get me information for newsletter by 02/26/22.</p> <p>27 Clicks. Top clicks:</p> <ol style="list-style-type: none"> 1. Feature photographer, Brews 2. Feature Instagram account 3. Randy Brown mini workshop, find a photographer campaign, equipment exchange, volunteer form
<p>Howard Paul/ Social Media</p>	<ul style="list-style-type: none"> • Have taken on IG, FB and Li and am getting up to speed—posting regularly. Learning how to manage my IG, ASMP and my new beagles_beagles_beaglez IG account! • Dave Rosberg is now an admin on both FB accounts and he is the lead on the monthly chat group contest. Do we want to add posting that monthly winner to IG as well? • Am using Trello board for management of posts for future events (thanks, KW!). • Need to ensure newsletter, web and socomedia are communicating well. • Awaiting contact from National membership Comm Chair, regrading graphics and synching our campaigns. • Have chatted with trello techsupport about a couple of desired features, that are not yet available. • Do we know who “owns” the Li and IG accounts?
<p>Kathryn Wagner/ Marketing</p>	<p>Please add report</p>

Larry Goodwin/ Meetup & Web	Updated various events. Created event for March 7 Brews and Business. Added link to February newsletter on our website
Rick Souders/ Sponsorship	<ul style="list-style-type: none">• Working with Bill Cramer and Liz to finalize our ASMP CO big event which will be held on Saturday May 14,2022.• It should be a great event. Details will be sent to all Board Members once everything is pinned down.
Flor Blake/ Membership	Members active 133 Canceled memberships 25

Samantha Behrens/
Events

2022 February Events

[2022 Events Calander](#)

Brews

- 3/7/22
- Jemma Dilag will join us to outline all a consultant can do for a photographer who is starting off or needs help. They will share details on:
 - Marketing tactics,
 - Pricing structure,
 - Building a client list of companies - and people,
 - Branding and rebranding,
 - Social media strategies,
 - ... and more.
- Samantha will host

Coffee

- 2/14/22
- Virtual
- Topics of choice the ASMP Academy
- Daniel and Samantha to host

Assistants Workshop

- April 1-3, 2022.
 - Set up four types of shoots - a cycle of sets.
 - We need to fill the last three spots
 - Food - Katherine Payne?- Daniel is working on it
 - Product - Still working on it, been shot down but I won't give up
 - People- Again still working on it, I won't take no for an answer!
 - People - Architecture - David Marlow - confirmed
 - Marketing Presentation
 - Marketing yourself as an assistant. How do you find work?
 - Budget Presentation
 - Greg and Samantha?
 - Can you make money this way?
 - Samantha can present these or one but would like help building this with you all.
 - This will be a classroom setting
- Panel List
 - Dig Tech - [Larry Goodwin](#) Confirmed.
 - Photographer-
 - Photographer-

Paul Gomez/Brews & Coffee	Please add Report
TJ Romero/ Education	Please add report
Greg Smith/ Copy Editor and Helpful Guy At Large	<ul style="list-style-type: none">• Edited phone tree documents again - and then again when I worked with them.• Hope to complete my calls before our Thursday meeting.• Successfully logged into website and started a couple minor edits. But I'm still waiting on guidance of priorities for editing before we have translation to Spanish.• Edited monthly newsletter.• Edited info for next Brews.• Will be presenting a Cost of Doing Business webinar for Photoshelter at 10am Friday, Feb. 25.