

January 2022 Minutes

Meeting: 01/13/2022

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

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

Secretary:

Present Members of 13 Total Board Members (need full names): Jen Magnuson, John Shelton, Kathryn Wagner, Jim Reiman, Paul Gomez, Daniel Hirsh, Greg Smith, TJ Romero, Samantha Behrens

Guest Members: Howard Paul,

Approval of Minutes of prior meeting: Motion to table the minutes approval until next month, Greg Motioned, Kathryn Seconded, Further Discussion? No. All in Favor. Motion passes.

Additions or deletions to the agenda: No additions or deletions.

Executive Update

Board/Committee Updates:

- Planning to Reorganize and build Trello Boards around the following:
 - Executive Committee
 - Executive Officers
 - Communications Committee
 - Social Media
 - Newsletter
 - Website
 - Graphics & Assets
 - Testimonials
 - Meetup
 - YouTube?
 - ASMP Academy?
 - Advocacy
 - Marketing & Membership Committee
 - Find a Photographer
 - Educational Institution Outreach/Student Recruitment
 - Membership Recruitment
 - DEI
 - Sponsorship
 - Events
 - Big Events
 - Mini Workshops
 - Coffees
 - Brews & Business
- Trello can be organized around these committee tasks, and the people who fall under those headings can work together to recruit additional committee members and complete tasks.
- Thoughts?

Also going to revisit agenda structure.

- **Committee Meeting Schedules:**
 - Decide on how committees will meet to update and carry out their tasks between board meetings.

Old
Business

Phone Tree Initiative Update:

- Spreadsheet updated
- No responses reported so far.
 - *Do we need to revise the script with a new date?*
 - *No Deadline - they can enter any time. Refer people to our social media, emails, and website. Remind everyone that the find a Photographer campaign goes out to 5,000+ agencies.*

Testimonials Update:

- Paul Gomez
- *Kathryn is making a trello card for these assets.*

Website Carousel Update:

- Larry updated it with new images.

Increasing Membership:

- Share [newsletter signup form](#)
- Instagram ads to drive membership.
 - Update from Paul:
 - *Pass this to Howard - can you find out if National has Membership Graphics?*
- Add a “Benefits of ASMP” section to events and under Benefits on website. Four big things. Hit them on the head with the benefits.
- Jim Reiman has created a slide. Have we shared this slide?
- 4 Big Benefits of ASMP
 - Find a Creative (Photographer or Assistant)
 - The New ASMP Academy offers a central hub of information including full curriculums, courses and lawyer-crafted templates for every resource imaginable.
 - Advocacy for Creatives (Copyright Advocacy on the Hill)
 - Creative Community Support! (Local and National)

Growing our Newsletter List Update:

- Update student posters by affixing new QR code to existing posters

<p>New Business</p>	<p>Find a Photographer Update:</p> <ul style="list-style-type: none"> ● Kathryn: <ul style="list-style-type: none"> ○ Test of the January send was sent out to Kathryn, Daniel and Jen on 1/13/22 ○ January - March campaign is uploaded and scheduled for send out in Agency Access on the third Tuesday of the month <ul style="list-style-type: none"> ■ January send is 1/18/22 ■ February send is 2/22/2022 ■ March send is 3/22/2022 ■ April send is 4/19/2022 ○ Kathryn is working on refining the lists used for the email campaigns ○ Find a Photographer submission deadline is this Saturday the 15! Get your submissions in and have your work seen by Maddie, an assistant AD with Scream Agency ● Next Tuesday the 18th, Kathryn will host another trello workshop. Doodle will be sent out. <p>Greg</p> <ul style="list-style-type: none"> ● Greg received access to the website and will be looking it over. <p>John</p> <ul style="list-style-type: none"> ● We need to set up the new signers for the bank account.
	<p>Meeting Adjourned!</p>

<p>Ongoing Projects</p>	
<p>Item</p>	<ul style="list-style-type: none"> ● Notes

<p>Ongoing DEI /Jen Magnuson DEI Liaison</p>	<p>Diversity, Equity & Inclusion Progress:</p> <ul style="list-style-type: none"> ● BIPOC + LGBTQ+ Student Scholarship Application <ul style="list-style-type: none"> ○ <i>Flor & Jim - put next check-in with these students on the calendar.</i> ○ <i>Have we checked in?</i> <ul style="list-style-type: none"> ■ <i>I spoke to three of them - JR</i> ■ <i>Two have not really looked into it. Bob signed up to volunteer.</i> <p>Translating about, president's message, and DEI Statement:</p> <ul style="list-style-type: none"> ● Will have the pages translated as soon as the copy is edited and updated.
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Important Report Items:	
Name/Position	Notes
<p>Jen Magnuson/ President</p>	<ul style="list-style-type: none"> ● Followed up with Tom Maddrey about paid social media intern. <ul style="list-style-type: none"> ○ While waiting for his response, a few of us talked and decided to start with student volunteers/committee members, and if we see them doing a LOT of work, we'll discuss paying them. ● Maddrey agreed ● It's been a great two years people! Pat yourselves on the back.

Daniel Hirsh/ Newsletter	<p>48% Open Rate (Avg is 39%) 3.5% Click Rate (Avg is 8) 11% Bounce Rate (Avg is 11) 4 Unsubscribes: 4 Sent to 918 Opened 388 Desktop 89%, Mobile 11%. Sent 12/3 at 12:00 pm. Resent 11/6 4:00 pm</p> <p>28 Clicks. Top clicks: 1. Facebook group equipment exchange 2. Brews and Business 3. Christina Nichole Creative – virtual assistant</p> <ul style="list-style-type: none"> • Please get me information for the newsletter by 12/26/21. • <i>I'm around for a few months to train a new newsletter person. Anyone interested? Suggestions?</i>
Howard Paul/ Treasurer	There are accounting discrepancies, noted with footnotes, in the Oct & Nov P&L report that I am unable to reconcile in WAVE online accounting. I believe the
Events	Updates & Recaps
2022 Events Schedule	<p>Schedule is being put together.</p> <p>Fewer events, but higher quality/more preparation.</p> <p>Small special events will still happen.</p>
Recent Event Recap	<p>December 6, Brews - Pecha Kucha Format:</p> <ul style="list-style-type: none"> • 32 attendees, 25 not including speakers, a success • Thank you, Jim! • Thank you, Paul for the 5 posts • <i>Vote to send \$75 to each presenter</i> <ul style="list-style-type: none"> ○ <i>Jim Motioned</i> ○ <i>Howard Seconded</i>
<p>Upcoming Event Details and Discussion What do we need to accomplish this month?</p>	
Coffees	<ul style="list-style-type: none"> • February 14, Daniel hosting • Topic - ASMP Academy

Brews and Business	<p>Upcoming Events</p> <ul style="list-style-type: none"> ● N/A ● Paul and Samantha will discuss upcoming Brews
PhotoVox	<ul style="list-style-type: none"> ● February CPAC and ASMP Partnering for this event ● Need speaker on Business of Photography. Rick? ● May. TBA Second Wednesday of the month. ● Deadline for posting to website?
Mini Workshops	<ul style="list-style-type: none"> ● Randy Brown in February 24, 2022 6pm ● Zoom link: ● https://trello.com/c/0S0taYKW ● Trello Board is behind/not updated!!

Assistant workshop	<ul style="list-style-type: none"> ○ April 1-3, 2022. ○ Set up four types of shoots - a cycle of sets. ○ We need to fill the last three spots <ul style="list-style-type: none"> ○ Food - Need ideas ○ Product - Paul Gomez, - need to confirm with new April dates ○ People - Flor Blake is interested but has questions for Sam, Jim ask <i>Steven Begleiter</i>. ○ Flor was interested, asked Samantha for details, not sure if details were communicated. ○ Architecture - David Marlow - confirmed ○ Marketing Presentation <ul style="list-style-type: none"> ○ Marketing yourself as an assistant. How do you find work? ○ Greg Cooper? Teagan Keller? ○ Assign finding this person to someone on the board tonight, like now ○ Budget Presentation <ul style="list-style-type: none"> ○ Who? <i>Greg and maybe someone else?</i> ○ 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 ○ Assign finding this person to someone on the board tonight, like now ● January 7 is the first deadline for this event to have: <ul style="list-style-type: none"> ○ WAY BEHIND!! ○ Speakers secured ○ Bios, headshots, photo credit of headshot and samples of their work all added to Trello to promote the event on social ○ The Zoom link created ○ The host or hosts of the event determined ○ Graphics assigned ● Panel List <ul style="list-style-type: none"> ○ Dig Tech - Larry Goodwin Confirmed.
Upcoming 2022 Big Events	<ul style="list-style-type: none"> ● Photo Assistant Workshop - April 1-3, 2022

Future Event Ideas	<ul style="list-style-type: none"> ● Wonderful Machine - May 2022 <ul style="list-style-type: none"> ○ Our 2022 headliner event? ○ Rick - They have several programs they can run. They are willing to do it. ○ Wonderful Machine had a staff meeting last month to help determine a program and dates. ○ Update from Rick? ● Brews <ul style="list-style-type: none"> ○ NFTs. - <i>Todd Dobbs?</i> ○ Another Pecha Kucha style event?
	General ASMP Members invited to be Heard

NAME/ POSITION	January 2022 Reports - Due Wednesday January 11, 2022
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<p>Jen Magnuson/ President</p>	<ul style="list-style-type: none"> ● Figured out the agenda. . . I think ● Updated the phone tree spreadsheet as requested by Greg Smith ● Got Greg access to the back end of the website to edit copy. <ul style="list-style-type: none"> ○ Once copy is edited, I will get the pages we want translated to our translator for completion. ● Waiting for a response from Tom Maddrey about how to get videos onto the ASMP Academy site. ● Assisted with the Treasurer Transition. ● Worked to resolve an issue with misdirected checks from Mike's Camera from last year. ● Assisted Howard Paul and Paul Gomez into roles that better suit their talents and skills. Howard will be in charge of social media working with volunteer, Dave Roseberg, and Paul will be taking the lead on the Coffee Meetup and the Brews and Business events. ● Reached out to several photographers about filling slots at the Assistants Workshop. So far without success. ● Brainstormed a potential new way of organizing committees and Trello to hopefully make things less overwhelming. ● Read more about Robert's Rules of Order to get
<p>Kathryn Wagner/ Vice President</p>	<ul style="list-style-type: none"> ● Find a Photographer campaign begins this month! ● Coordinating Q2 FAP next week, deadline is Saturday 1/15/22, Keynote with entries is sent to Maddie, assistant AD at Scream Agency on Monday 1/17/22 ● Emailed with Howard and Dave Rosberg about social media, and possible tool evaluation to help manage all of the channels ● I will be hosting another Trello FAQ and orientation next Tuesday or Thursday, please email me if you would like to join in (kathryn@kathrynwagner.com)

<p>John Shelton/ Treasurer</p>	<ul style="list-style-type: none"> ● FY2021 Year-End Balance Sheet, Profit & Loss: https://drive.google.com/drive/folders/1SZGO6TTaVEI6vstUHJx6exqYwS8tWd2o FY2022 Jauary YTD financials remains unchanged from 2021 year-end. ● FY2021 resulted in revenues of \$9779, less \$2395 in expenses for \$5601 in profit. Total assets total \$12,370, \$9810 in cash, \$2,560 in pending accounts receivable. ● Mike’s Camera is redirecting their undeliverable sponsorship check of \$2,500 to Jen for deposit. ● Howard and John met on December 20 to facilitate Treasurer transition – which is nearly complete, including security changes to email, Wave, Google Docs, and Chase account. ● Howard has notified Tom Maddrey (National) about the transition, though I have yet to contact Tom directly. Tom’s status as signer is as yet unconfirmed, though Howard made arrangements for his inclusion. ● John and Kathryn have yet to be added as signers to the Chase account (including new cards). Katie and Howard will be removed – being scheduled ASAP – it will require a team trip to a Chase branch. ● ASMP CO will be acquiring a UPS Virtual Mailbox, which will allow for an ASMP CO permanent street address, but will also allow online monitoring/forwarding of mail to wherever it needs to be re-directed – we are awaiting new bank cards to facilitate/pay. Estimated cost: \$9.99/month. Physical location is probably in Lafayette near our bank branch. ● Mike’s Camera is reimbursing ASMP CO for “stale” gift cards purchased by ASMP CO in the amount of \$263.68 –
<p>Jim Reiman/ Secretary</p>	<ul style="list-style-type: none"> ● Checked in with student scholarship winners. <ul style="list-style-type: none"> ■ <i>I spoke to three of them.</i> ■ <i>Two have not really looked into it.</i> ■ <i>Bob signed up to volunteer.</i> ● Received DEI final logos, sent to Kathryn 1/13/2022 ●

Daniel Hirsh/ Newsletter	<p>53% Open Rate (Avg is 39%) 1.7% Click Rate (Avg is 8) (: 11% Bounce Rate (Avg is 11) Unsubscribes: 2 Sent to 915 Opened 443</p> <p>Desktop 89%, Mobile 11%. Sent 01/5 at 7:25 pm. Resent 01/09 4:30 pm Please get me information for newsletter by 01/26/21.</p> <p>13 Clicks. Top clicks:</p> <ol style="list-style-type: none"> 1. Facebook group equipment exchange 2. Feature Kevin Mohatt 3. Volunteer Form <ul style="list-style-type: none"> · I'm around for a few months to train a new newsletter chair. Anyone interested? Suggestions? · Met with Tom Maddrey about model releases for newsletter feature. · Emailed past newsletter features to see if they want to join a committee - no positive responses yet · Need social media posts created for February coffee · Jack Reznicki is confirmed for June 13th Coffee :)
Howard Paul/ Social Media	Please add report
Kathryn Wagner/ Marketing	Please add report
Larry Goodwin/ Meetup & Web	Please add report
Rick Souders/ Sponsorship	Please add report
Flor Blake/ Membership	Please add report
Samantha Behrens/ Events	Please add report
Paul Gomez/Brews & Coffee	Please add Report
Bill Baum/ Education	Please add report

<p>Greg Smith/ Whatever</p>	<p>Edited call for volunteers Edited featured photographer bio, artist statement Edited phone tree script Offered feedback on spreadsheet that lacked needed emails With new spreadsheet, I now need to make calls (hoping for Saturday) Committed to editing copy on website and after some confusion have managed to log on to site Committed to copy editing newsletter</p>