



American Society of Media Photographers
Pittsburgh

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Our Mission: To grow a vibrant, inclusive community of media professionals in the Pittsburgh region, to elevate the quality and value of our field for all creatives.

ASMP PGH Board Meeting Minutes: January 30th, 2023

Attendees: Elan, Adrie, JW, Don, Martha, Farzeen, Megan, Dave, Shelley, Polly, & Cathy

1. Board Member Intros

Board members introduced themselves and spoke about what they want to do more of this year in terms of their own professional goals.

2. Treasurer Report (J.W.)

JW reported that our balance is \$2,760.00. Reimbursements are all in, no new expenses since last meeting (that have been reported).

Elan asked for clarity about the process for reimbursements. JW explained that we do have a limit from National but given our surplus the budget is stable.

Martha asked about the percentage of dues that go to national vs local. JW said that locally we get around \$40/member.

a. Spending and reimbursement ground rules overview

Reimbursement requests of more than \$400 at a time needs to be approved by national at least 60 days in advance. ASMP funds cannot be used to buy alcohol.

JW asked if there are big events planned which will require spending \$400 or more. Martha and Elan both mentioned the Member appreciation event. JW suggests that we let national know as soon as possible so they approve our request.

Shelley has a question about buying food at the same time as appetizers for the Fine Art meeting that is happening tomorrow. The Board agreed last year and again at this meeting to not needing the board to approve expenses under \$40 so long as the event was for the benefit or promotion of ASMP/our chapter.

3. **Membership Update (Adrie)**

Per Adrie, we have had no membership changes (gain or loss) since last month. Shelley asked if we had lost or gained any members. Elan explained that we lost a few members last year and gained one whom Jen reached out to and greeted.

Elan clarified that Adrie, as VP is in charge of membership, she'll make sure to greet new members as they come on. She reports that we lost a total of 3 members all of last year.

Shelley asked about one member who stopped renewing a few years ago and wanted to know if anyone knows why he left the chapter/ASMP. Nobody present asked him at that time so no answer could be provided.

4. **Portfolio Reviews Update (Adrie)**

Adrie met with 4 members from Philly who technically do not have a chapter at this time. The tentative idea is to hold the event on April 19th. Agency Access has told us that to gain access to their list of reviewers we'd need to join (approx. \$500/year) but we didn't have any reviewers from them last year so we will probably not do that. Adrie reported that there is

another meeting on Thur. the 2nd to discuss reviewers and more specific details.

5. **Fine Art Committee Update (Shelley)**

Jan. Jump to Creativity being held on Jan 31st at the Sewickley Library. The event will be led by Richard Kelly. It will be a discussion of the first 3 chapters of book, The Creative Fight.

Shelley reported that she is also working with Pixie which is a copyright checking website that can help you ensure your work isn't being used without permission. She's trying to get a time together for the chapter to hear from them.

Shelley is also in talks with a docent from the Carnegie Museum of Art about a tour for ASMP members to view art as inspiration.

Shelley has been talking with the NY Fine Art folks and they do a salon regularly where people can have their work critiqued. She's working on a way to get our chapter involved with that. Don asked if she's trying to get our members to join NY on their call or to replicate it. Shelley asked what we'd prefer because she's open to either idea. The board supports both options.

She's also looking for gallery space where members could display work for a longer period of time (a month or so). She's asking Polly to help her. Martha said that the mayor's office and the Allegheny Co. Courthouse are both places we could show work.

6. **Pittsburgh Cultural Trust: Art Crawl Update (Polly)**

Polly has emailed Terri Bell at the Cultural Trust twice and hasn't gotten any response. She spoke with Elliot to see if he has any advice but she's not heard back from him yet either. She's suggested that we consider creating an award to a worthy high school student which might make the CT more

interested in working with us. She suggests that we can seek sponsorship with local businesses to try to increase the gift that we give to the student.

Adrie suggests that we could also give gear and talk with Premier Imaging about a gift card or other contribution. Martha has another contact who she's offered to share with Polly and Don suggested that Fly space Production might be able to help as they manage a lot of the events for the CT.

7. Membership Appreciation Party Update/Discussion (Martha + Shelley)

Martha has reported that the location at Point Park which we were hoping to use isn't going to be ready until around April so we'll need to find an alternative venue. Megan suggested that the Oaklander could work and has offered to contact them. Martha asked if we can charge non-members who we invite to help recoup funds. Adrie suggested Opya Studios who are open to hosting us again. Dave reached out to the Energy Innovation Center and they're not gotten back to him. Farzeen said he can reach out to the owner of This Is Red in Munhall to see about their space. In terms of times, we're looking for Thursdays in early or mid-March to host the event.

8. Relationship with Lightbulb (previously Resolution Rentals)

- a. Space for classes/workshops
- b. Rental packages @ discount – what offerings is our membership interested in?
- c. Gear storage
- c. Other ideas

Elan reported that they just bought a building in Carrick and they want to bring creatives in and they may offer some discounts on rental packages. Farzeen would like to set up a tour for ASMP members. He is currently working there part time.

9. **Board Programming Ideas & Goals**

- a. Each Board member to briefly provide 1 or 2 ideas
- b. Potential dates on the calendar

Adrie would like to do more social media stuff including a “what’s in your bag” and to have members take over and do some reels/stories showing BTS.

Megan has a gallery (12 Oaks Mansion) set aside for April in partnership with the Western PA School for the Blind and will send out a message to the general membership. Cathy asked about the sales aspect and if sales would benefit WPSFB or not. Megan is still working that out. Megan asked if she could use the frames that were used from the Gallery Crawl. Elan suggested that we talk to Roy about prints as well. Megan said she’s also thinking of a live auction and has spoken with Ashley Cecil about participating.

Dave would like us to work up an editorial calendar to help us organize the chapter’s events. He will work with anyone who wishes to help with organizing that.

Farzeen has a few ideas. He would like us to do a targeted themed photo contest and offer some sort of incentive. Adrie suggests a day with a local pro. Farzeen would also like to have a seminar with someone impressive who can show off a personal project. He has a few ideas for guest speaker ideas/topics (AI expert or a writer who can do a workshop on artist statements). Adrie says that BWP have workshops on artist statements so she’ll reach out to see if they have suggestions. Farzeen also suggests that we reach out to colleges/universities to offer to do portfolio reviews or advice to people close to graduating.

Elan wants to involve members more in leading events or in helping to put them together. Don said that Peter Theis has already volunteered to lead the monthly Zoom call. Shelley suggested that talk to Elliot about restarting pints and pixels.

Martha suggested a projection night and to try to work with one of the music festivals. She also suggested a headshot update party. Her group in McKeesport also needs mentors.

JW suggested putting out a member survey

Don said that he has a volunteer program set up for March 24th with Mom's Work to do headshots for moms getting back into the workforce.

Cathy did a lot of work through Flashes of Hope at Children's and she's hoping that will start up again. She'll let everyone know if it does. It's a rapid-fire portrait assignment to take portraits of cancer patients alone and with either a parent or other adult (approx. 30 images per child). Cathy has also done work on Family Day with the Western PA School for the Blind. She'd like to see if we can restart that.

Polly's idea is to give a worthy senior a gift outlined above. Cathy suggests that we could work with the high schools more and maybe think about having shows in high schools.

Shelley wants to offer good programming (through the Fine Art Committee) to everyone and have them consider straight on portrait artists or commercial photographers, if they have personal projects or things that they just want to do, take a risk with the fine art committee and come out and see them.

10. **Membership involvement**

- a. Motivate to lead programs
- b. Membership Survey

Discussion of this topic was tabled due to time.

11. **Committee/Chair Discussion**

- a. **Volunteer/community involvement**
- b. **Recruiting** (pt-RQUA)
- c. **Social Media**
- d. **Sponsorship/Partnership** - Find and develop relationships with other organizations and businesses so that each stands to gain from the relationship with our chapter. They can be other photography or creative organizations, schools, trade groups, businesses, vendors, or even individuals.
- e. **Programming/Event Chair** - Organize and delegate responsibilities like manning the registration table, working the attendee checklist, speaker transportation, and anything else it takes to put on an event, including developing copy and graphics for the event.
- f. Other ideas?

Discussion of this topic was tabled due to time.

12. **Schedule next board meeting**

Shelley suggests doing every second month in the last week of the month. Elan agreed that this should be good and there was general agreement. Elan adjourned the meeting at 7:49 pm