 

***A Call to Action: Let’s Do Something Together***

***Meeting Notes – January 30, 2013***

Here are some notes on each of the issues discussed:

1. Create a significant marketing opportunity
   * Voting results: 1st. 2

2nd 8

3rd 13

* + Although this was not a hot topic, the following ideas were put on the table:
    - Free Website design. Libby Moyer suggested looking at drop and drag website building. Go to: [www.weebly.com](http://www.weebly.com)
    - Broadband continues to be the biggest problem in the UV delaying and deterring significant website work
    - Another free web location for videos and photos: [www.wix.com](http://www.wix.com)
    - Consider cross pollinating
    - Use Constant Contact to email newsletters with what’s going on and by building a database of new readers
    - Other blog resources: *Wordpress*, *Blogger*

1. Start a conversation – new business partner

* Voting results: 1st 3

2nd 13

3rd 8

* Some ideas to consider:
* Vodka tasting.
* Contact new businesses in your local area. They could be very interested in a win-win collaborative.

1. Explore ways to reach new audiences

* Voting results: 1st 19

2nd 2

3rd 3

* Here are some options:
* ListServ
* Constant Contact
* Posters (print mailing)
* Tweets (i.e., Cyber Monday posting Northern Stage tix for Peter Pan)
* Facebook pages
* R. C. Brayshaw (have workshops on marketing)
* Corrections Institutions/Concord (have printing at very reasonable costs. Don’t try to get anything done in August because of school needs)
* *Valley News* (meet Rick Wallace)

Russ Maitland Presentation

The focus of Russ’ PowerPoint was on the subject of collaboration. Highlights included:

* In economically difficult times, he has seen success where 501c-3s partner:
* mailings
* printing
* advertising
* grant applications
* bartering services instead of using cash
* To set up a partnership, all parties need to share:
* MOU – Memo of Understanding – which covers
  + stated outcomes
  + role responsibilities
  + resource allocation
  + when/how to cancel
  + risk/liability limits
* Flexible mindset accepting mistakes will be made & plans may change
* Ongoing face-to-face communication
* Multiple forms of communication
* Who covers to protect your 501 status: Legal counsel, insurance covers
* Collaboration stages:
* Inspiration
* Formalization
* Actualization
* Benefits
  + tell story/exposure
  + inspire community support & awareness
  + broaden donor base

General discussion and new ideas:

* 80,000 people in the Upper Valley
* Tuck School at Dartmouth is willing to send students to do workshops and research
* Weeblie & U-stream good free web use
* Networking outside your organization: Rotary, Chambers, Town meetings
* NH Arts Learning Network [www.nhartslearningnetwork.org](http://www.nhartslearningnetwork.org)
* Creative Communities Network. This organization was listed on the Art Connections page distributed at the meeting. A website is to go online shortly. For further information contact Joanne Wise.

Next steps:

1. Establish monthly gathering of Arts Alliance mixers. Linda Copp and Sheila Moran will co-host the first gathering at the Lebanon Ballet School. Details to follow.
2. Visit the Upper Valley Arts Alliance to:

* Add your organization’s events to the calendar [www.uvarts.org](http://www.uvarts.org)
* Start a conversation via the “Exchange”
* Keep the Alliance alive with a donation. Go to Donate on the website for details.