Monthly Board Report March 1, 2022
Online via Zoom

Present:
Nicholas Martin
Ashton Wingate
Colleen Daw
Anne Boissonnault
Deidre Dinnigan
Stephanie Neel
Emily Andresini

Absent:
Danielle Nista
Amye McCarther
Cristina Fontánez Rodríguez

President
Open Issues and Discussion Items:

● Working meeting 02/12 – thank you!
● Transcript editing, Vimeo posting
  ○ Ashton: We could hire a video editor to cut videos based on content/key moments in the recording, and we can include text/graphic saying where the recording is from, so you have a shorter clip you can share on social/upload to Vimeo, if we want to work around a lower quality video? People could always request full video based on this. Nicholas: This could also be a co-sponsorship opportunity.
  ○ Could use Fiverr to find a freelance video editor
● Bylaws Changes – vote in April?
  ○ Communications + Community Hours mid-March
● Committee description reviews
  ○ Board Members: indicate availability for one hour meeting to discuss!
● Elections: Time to start thinking about who might want to join

Past President
Open Issues and Discussion Items:

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**Vice President**

*Open Issues and Discussion Items:*

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**Treasurer**

*Open Issues and Discussion Items:*

- Less money in our account than usual – nothing to be alarmed about, especially as we’ve been having more events, but we should keep an eye on this and see what sort of impact it’s having.
- Revenue generators: thinking about partnerships for events that allow other entities that share costs.
  - Affinity program: strengthen partnerships with people/products that we like that make sense for our audiences, offer them discounts such as to an SAA conference, Gaylord Archival, subscription to LinkedIn Professional, etc.
  - Apply for certain grants?
    - Nicholas: We haven’t pursued our regular MetLife grant for this year.
  - General sponsorships
    - Nicholas speaking with UOVO. Ashton: There is some sort of labor dispute happening there that we should look into before pursuing this further.
- If anything is outstanding in terms of payments, let Ashton know.
- Taxes: Will be talking with accountants this week or next, sending out 1099s.

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**Advocacy**

*Open Issues and Discussion Items:*

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**Education**

*Open Issues and Discussion Items:*

- No updates.
Publications
Open Issues and Discussion Items:
  ● Waiting on some edits, and will hopefully publish in March, maybe with an event for everyone to discuss their piece, too.
    ○ Nicholas can facilitate launch event

Communications
Open Issues and Discussion Items:
  ● Social Media Metrics ~ 1 announcement / post last month
    ○ Twitter: 4,349 (+15) followers; 911 interactions with posts
    ○ Instagram: 1,118 (+22) followers; 138 interactions with posts
      ■ Linktree received 604 visits (+8 from last month) / 405 clicks (+10 from last month)
    ○ Facebook
      ■ Group: 637 (+3); no data
      ■ Page: 776 (+4); 65 interactions with posts
    ○ Linkedin: 1,015 (+9) followers; no data

Programming
Open Issues and Discussion Items:
  ● Paid events coming up to better ensure attendance
  ● Virtual Conversation with Fashion Archivists (Feb. 9th) – very good turnout, over 100 registrants and 87 people attended. Recorded and should be posted (Steph should do this).
  ● Bonnie Slotnick event in January – went very well too.
  ● Upcoming:
    ○ March 22: Virtual Oral History Listening Party (open to everyone, not just A.R.T. members)
    ○ March 26: Jeffrey Richman event that was rescheduled from January at Greenwood Cemetery, in-person, have 9 registration spaces left
    ○ April 30: Pizza tour, paid event, have 7 registration spaces left, members only
    ○ April TBD: Trivia night in the works, will be virtual and interactive
    ○ May TBD: Virtual book club, with more details to come
    ○ Summer: Governor’s Island potluck
  ● Share any collaboration ideas with Deidre
Membership
Open Issues and Discussion Items:

- Membership Report
  - Regular Member Level: 223 (-5)
  - Student Member Level: 56 (-3)
  - Friends of A.R.T. Member Level: 15
  - Sponsorship Member Level: 10 (-2)
  - Honorary Membership Level: 10
  - Sustaining or Institution Member Level: 4
  - Summary: 318 (-10)

- WuFoo Draft Complete for Membership Survey:

- iMentor Inquiry
- Launching 1-1 Mentorship Announcement Week of March 14th or 21st
  - First (Official) Closing Date: April 16th
  - Second (Extended) Closing Date: April 23rd

- Out of town March 7-11th

Outreach
Open Issues and Discussion Items:

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Secretary
Open Issues and Discussion Items:

- No updates.