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| --- | --- | --- |
| Board Members Present:  Beth  Genni  Magda  Michael  Nadriah  Jennifer | | Guests: |

* Chairperson- Call to order
* Note Attendance:
  + - All guests to “Sign in”:
* **Chairperson** to discuss ***- Allow 20 minutes***
  + LAB Mission
    - *Serving on behalf of the Lansdowne Borough, the mission of the Lansdowne Arts Board is to* ***create, foster, and promote*** *Lansdowne's identity as a vibrant and inspiring artistic community.*
    - How far we’ve come
    - Meeting etiquette
  + review Sunshine Laws with the board
* Council Updates:Allow 25 minutes
  + borough changes to relay
  + acumen on running events
  + budget items:
    - **Signage for out front- Cork Board**
    - **Printer**
    - **Leaf Blower**
* Agenda & Minutes -- *Allow 5 minutes*
  + - Discuss and approve the minutes from October , November and December minutes
      * All Minutes found from August 2018- September 2019 have been posted to website
* Deliverables expected this meeting:
* Mike-final marketing draft for Feb Show- Press ready
* Genni-final Marketing for Volunteer recruitment event
* Beth-updated calendar - 3 months out
* Genni to show her action plan and digital marketing for show
* Mike to discuss the February African American - Love Themed show
  + - * Marketing Artwork
        + Regular Email
        + Facebook
        + Send Email to Debbie and Derek for LEDC weekly emails
        + Instagram
        + Postcards

Distribution of postcards and posters

* + - * Confirm Docents
    - Beth - Discussion on March Madness Show Artists
      * + Tommy G.

Screen Print & Embroiderer

* + - * + Katy M.

Painter

* + - * + Tina N.

Painter

* + - * + Any Board Members interested in adding?
* Finalize who will win “Microgrants” in 2020, **Discussion: who is going to do the tasks below?-*Allow 10 minutes vote***
  + - Cynthia Back - April Microgrant- Genni to lead
    - Vote on the other 2-3 / who will lead
    - Send Thank you email to all of those whom Microgrants were not given
* **Pennsylvania Council on the Arts: Folk and Traditional Arts Partnership*- Allow at least 20 minutes***
* Review / expand our mailing list by inviting our artist’s friends - Tabled discussion from last meeting (**additional information from absent board members**)***-Allow 10 minutes for ideas to be discussed***
  + Mailing out postcards (like MAC) for future shows - Beth has samples
    - Possibly Request an “Ad” in May’s newsletter for a mailback card?
    - Lansdowne Snail-Mail List
    - LAB Snail Mail List request with next email blast?
    - Generic Brochure - Mike to design. **- *after / during discussion***
      * History of the 2020 house instead of calendar of events to leave room for changes and make generic year to year
      * Re-brand the 2020 House logo
      * LABLogo
      * lansdowneartsboard@gmail.com
      * Lansdownearts.org
      * @lansdownearts
      * Serving on behalf of the Lansdowne Borough, the mission of the Lansdowne Arts Board is to create, foster, and promote Lansdowne's identity as a vibrant and inspiring artistic community.
  + Newsletter- December *submitted but possibly rejected- next one in May*
* Public Comment Period: