|  |  |
| --- | --- |
| Board Members Present: BethGenniMagdaMichaelNadriahJennifer | 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: