

Warehouse Arts District Association
515 22nd Street South
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<http://www.whereartismade.com>
727-826-7211

Warehouse Arts District Association

Membership Committee Meeting

January 9, 2017

Attending: Wendy Durand (co-chair), Jeremiah Jacobs (co-chair), Julie Angerosa, Anna Broshears
Guests: Pedro Ceron, Pamela Joy Trow, Ena Groff, Mary Jane Park

Meeting Summary

- **New member recruitment** - In the last 3 months, membership has increased from 99 to 169 members.
- **Professional Education Series** - Will be held during the week of March 20th potentially at the St. Pete College Midtown campus. The topic will be Public Art Commissions presented by Jeff Danner in a panel or lecture format with potential panelists being sculptor, John Hair; sculptor, Mark Aeling and glass artist, Catherine Woods.
- **Social Mixer** – Will be held on February 20th from 6-9pm at Zen Glass. Event will feature live glass blowing demo's. Membership table will be set up at the event and Zen Glass will handle the beverage donation bar. Food TBD.
- **Volunteers** – Nancy Day will be contacting all members who have expressed an interest.
- **Organizational recruitment** – several organizations sent out a letter on our behalf to become a member. This has been very successful and we are seeking additional groups to do this. Participants to date:
 - Soft Water Studios, Studio@620, Duncan McClellan Glass, St. Pete Arts Alliance and Keep St. Pete Lit.
 - If any members of WADA belong to groups that might be willing to participate in this way, please notify Wendy at wendy@durandpottery.com.

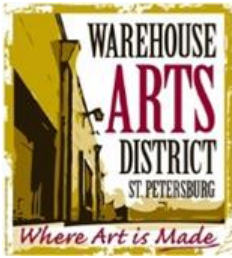
Board Members:

Mark Aeling
Robert Kapusta
Caryn Nesmith

Teresa Sullivan
John Miles
Jeremiah Jacobs

Wendy Durand
Bob Devin Jones
Philip Orsino

Scott Pearce
Ya La'Ford
Jovita Kravitz



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- **Improved communications initiative**

- An invitation to current members to attend all membership committee meetings will be sent out monthly.
- Meeting Notes or summaries will be sent to all members monthly.
- A Letter has been sent to current members to make them aware of our updated benefits.... Prior only new members and renewals were informed about them. Good feedback received to date.
- An invitation to meet in person or in small groups to talk about membership questions, benefits and/or issues has been sent.
- Members will receive notification of Board openings and requirements.
- Social Mixers will be held 2x annually, interspersed with Public Membership Meetings also to be held 2x annually.
- Plans for implementing a voucher program for donors to purchase WADA members work.... A set of procedures is in draft form.
- Ideas for additional member benefits will be discussed at each membership committee meeting.

- **New ideas**

- Pamela suggested getting homeowners of large estate homes involved in showing WADA member Art. She was asked to consider spear-heading this project.
- Anna suggested finding WADA members to serve as Neighborhood Association liaisons. Neighborhood Associations could be asked to let us speak at meetings about the WADA, put something in their newsletters and send out an email blast with our membership recruitment letter as well as offering WADA tours to neighborhood associations. Anna agreed to be the liaison to the Old Northeast Homeowners' Association.
- Pedro suggested that we find a way to engage new homeowners. Julie offered to get in touch with the Realtor Association and also Keep St. Pete Beautiful.
- Pamela stressed the importance of getting the Chamber of Commerce and businesses involved in supporting WADA.

- **NEXT MEETING IS SCHEDULED FOR FEB 8 AT 10:30 AM.**

- The agenda will include developing an action plan for membership drive for year.
- Review what the artist benefits, supporter benefits, and non-arts business benefits are & what we can do to deliver. Any new benefit ideas?

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