

ELGIN ARTS ASSOCIATION

STANDING COMMITTEES Suggest Goals and Initiatives for 2009

1. EVENTS

Develop a plan for an Annual Elgin Arts Association Show with Artist Reception.
Work with area art groups (Bastrop, Smithville, Taylor) to develop "BEST" Art Show.
Create affordable exhibit opportunities during community events

2. PUBLIC RELATIONS

Develop membership publicity material (ie, a tri-fold brochure)
Write press releases/newsletter articles for submission to area newspapers
Work on redesign of EAA website to attract new members/be a resource for current members

3. NEWSLETTER

Develop a quarterly newsletter for distribution in electronic/print formats
Have first issue ready and end of March 2009
Work with Secretary for distribution

Some suggested columns:

- EAA in the Community – *Highlight community activities of the EAA & its members*
- Artist Spotlight – *Highlight a different artist each issue*
- EAA Update – *Meeting minutes converted into news article*
- President's Corner – *A quick note of inspiration from EAA President*
- Upcoming Events – *Calendar of upcoming EAA meetings, plus exhibits, workshops, shows in the area*

4. WORKSHOPS/TOURS/CLASSES

Develop plan for EAA Studio Tour program
Coordinate and conduct next EAA "Weekend of Workshops"

5. EDUCATION

Develop program to provide artist presentations/demonstrations to EISD art classes
Develop a plan for the Art Mentor program
Work with school district representatives to enact the programs
Develop scholarship application process

6. FUNDRAISING

Develop a plan for fundraising efforts for the Association

A couple of ideas:

- An art show/sale of small works of art donated by members
- Conduct silent or live auction in conjunction with annual Art Show

7. MEMBERSHIP

Develop a membership benefits program

- Art supply merchant discounts for EAA members
- Promotion of EAA members on website (already available – needs to be put to use)

Develop a plan to increase membership

Some ideas:

- Add new student category of membership
- Visit with businesses to increase patron membership

And remember...

Together **E**veryone **A**ccomplishes **M**ore!