

DATE: Monday, February 13,

TIME: 9:15 AM

Call to Order

- **Visual Materials Section, MidWinter Meeting**
- **Attendee Names**
 - In person: Gerriane Schaad, Kim Anderson, Elizabeth Reilly, Alexis Barr Peregoy, Sandra Varry, Nicola Shayer
 - Via phone/facetime: Miriam Meislik, Alan Renga, Deborah Rice, Paula Mangiafico, Stephen Fletcher

Topics Covered:

Communication, 2017 Annual Meeting, Education Committee, Future Interns, upcoming elections, and 3 year plan

I. Communication

Our Facebook likes are up to 318 from 300 in August 2016. The material that gets the most attention appears to be announcements of new Views issues as well as postings of the unique materials in our collections. Posts on VM business doesn't get traffic. We will be changing our approach to social media, to try a single point of dissemination – Facebook and pushing out to Instagram. Nikki volunteered to be social media editor, with guidance from Sandra. The Instagram, Facebook and Twitter leads will send content to Nikki and she will schedule the release of the posts. With Views becoming the venue for members to post longer articles we can link to those articles with posts. To allow for the links, we will move Views to issuu.com, which works well with wordpress so we shouldn't have problems with that on our website.

II. Annual Meeting - 2017

T-shirt - Miriam identified a need for more student posters and sessions on digital materials and visual materials. She also suggested we sell T shirts this year. (Funds can be used for future buttons or stickers) We currently have designs on café press, but Miriam and Sandra have agreed to work on the design together for the Portland meeting.

Erin has set up a tour at the Newspace Center for Photography for us as part of the local arrangements committee. We still need to find a location to host a dinner. (In subsequent discussions the group decided to meet Thursday evening at the Beer Festival – more info to come)

III. Education Committee

We need to get the bibliography updated and make it available on the website. It is currently 13 years out of date. Alexis volunteered to be Education Chair and all agreed. Alexis will work on updating it once she receives the older version. Hosting another pre-conference workshop was discussed, the 2016 workshop went really well and we were asked to do something again. It was discussed whether it should be on- or off-site, free or small fee, and no decisions were made.

IV. Future Interns

Continuing with interns for next year was discussed, Nikki shared her input on how it is going this year. Next year we will have projects ready for them. Application process will include potential projects and a space for them to suggest something they might be interested in working on.

V. Upcoming Elections

Paula mentioned that there were candidates that had run previously that should be encouraged to run again. She will send a list of those potential candidates for current openings: Member at Large and Vice Chair (Chair Elect).

VI. 3 year plan

The 3 year plan was reviewed, Kim and Gerri will edit and post when complete.

VII. Minutes

Many thanks to Nikki for being minute taker.

The meeting was adjourned at 4:30pm.