

Art Alliance of Idyllwild Membership Report 25 July 2015

By Erin O'Neill, Vice President / Membership

Our artist-member committee has been very busy! Erin O'Neill, Darcy Gerdes, and Cate met for 2.5 hours on Monday, 13 July 2015. We discussed many things regarding our membership overall, including reviewing the data Shanna compiled which is listed below. We spent a lot of time in narrowing down our survey questions; the goals of our membership is essential information. We wanted no more than 5 questions, and then we added the two essay queries about the value of AAI to its members.

In addition, during this meeting both Darcy and I have (and will continue to) divided up the responsibility of the 26 "past due" artist memberships. I will meet separately with Gerry High on those gallery memberships and Beth Darling has agreed to work with me on both new and past-due business memberships, but especially on new. I am also investigating/pursuing some new venue spaces for our artist members and an associated business membership for those establishments. There is a lot of catch-up to do in addition to new directions so we need more Board participation in these endeavors.

The big news is that we have **24 new members** in the last month alone, and I believe this is as a result of our **Art Uncorked** event efforts, both before and during the weekend.

As you know, we had a membership information/services table at **Art Uncorked** from Friday at art check-in through Sunday at closing, constantly staffed – it was obviously a very productive thing to do and an innovation of our new Board team!

• Membership Overview

Member Level	New in past 30 days	Active	Past Due
Artist	13	108	26
Art Lover	3	21	5
Business	3	18	4
Gallery	0	9	3
Gold	1	8	0
Platinum	1	10	2
Silver	3	18	3
Student	0	3	2
Non-Profit	0	5	1
Total	24	200	46

(Note: Membership figures do not include patron memberships)

- ART UNCORKED Membership Drive Results
 - 20 new membership = \$1,490.00
 - 10 student artist sponsorship purchased = \$200

- **Board Member Free Memberships Status:** Prior board was sent an email thanking them for the service and notifying them that their free memberships would be removed as of June 2015.
- **Member Survey results:** I have analyzed the 57 members who filled out survey forms for us, and the following breaks the data down:

Questions:

1. Are 4 annual shows enough?	Yes=28	No=15	No comment=14
2. Want all shows to be judged?	Yes=19	No=17	No comment=21
3. Aware of AAI website opportunities:	Yes=39	No=12	Need help=2-3
4. Participate in roundtable discussion?	Yes=33	No=7	No comment=17
5. Participate in member classes?	Yes=36	No=7	No comment=14

Notes: Of those who wanted more shows, the average number they wanted was 6 shows a year, but some indicated 8-12.

Of those who don't want ALL shows to be judged, some of those wanted some to be judged.

Of the many members (63%) who would welcome classes, these are the classes they want:

Business of Art = 47% Art Education =61% Sales Techniques = 50%
 Online Opportunities = 53% Facebook/Twitter =33 % Judging Criteria = 42%

6. What is the single most important thing the Alliance COULD do for you?

10 responders were very happy with things, content as they are.
 31 responders stated Exposure and/or Shows most essential.

The rest mentioned comradeship, art awareness in Idyllwild, comradeship and collaboration, several said an Art Alliance Gallery would be the single most important thing.

7. What do you like MOST about being a member?

Shows & activities ranked first with 12 members, being an arts group member as well as the associated friendships was the most important to 30, 1 person mentioned the website and several valued the community involvement of AAI.

Footnote: There will not be time to discuss this report during our meeting, I don't believe, except in the briefest terms. We will plan on having another Membership Meeting to determine where we go from here with our planning for shows and activities for our membership.