

## Art Alliance of Idyllwild Membership Summary August 22, 2015

Erin O'Neill, Vice President / Membership

- Notes provided by Darcy Gerdes. Brief Membership Summary taken from her notes that day. This is not intended to be all inclusive of the information discussed. Erin will provide further details in future membership summaries.

Erin, Beth, Darcy, Janet, TerryAnn, Veda met for nearly 3 hours on July 31 2015 at Oma's. We discussed our new mixer event & developed the name, "AAI Members Mingle" to be held August 19.

Erin, Janet, Beth set up at La Casita {August 19}. We have posted photos on FaceBook & had 51 members and guests attend. A total of **\$285 was collected from entry fees**, which was delivered to Roberto at La Casita.

We also discussed the arranging, logistics of setting up a booth at The Jazz Festival which has held Aug 14 & 15. Erin, Veda & Beth attended both days. They got two memberships (one silver, one artist) and two student sponsorships (which were given to Dave). They also had 12 people sign up for mailing lists & 4 people sign up for potential volunteer positions. Veda is entering the 12 people into the AAI system as contacts and Shanna is reaching out to the volunteers.

We are focusing on memberships that are overdue or lapsed. We have contacted many and are working with members. Many have either renewed or we have had no response. We have also updated some of the member history on the AAI Website.

**The big news is that we have 33 new members in the last month with a total overall of active members of 272.**

## Member List Summary as of August 20<sup>th</sup>, 2015

Level	Total (Bundles)	Active	Renewal overdue	Lapsed	Pending			New in last	
					New	Renewal	Level change	7 days	30 days
Art Lover Level	<u>24</u>	<u>20</u>	<u>5</u>	<u>4</u>	-	-	-	-	<u>5</u>
Artist Membership	<u>135</u>	<u>115</u>	<u>33</u>	<u>20</u>	-	-	-	<u>3</u>	<u>9</u>
Business Membership	<u>21</u> (16)	<u>18</u>	<u>4</u>	<u>3</u>	-	-	-	-	<u>2</u>
Gallery Membership	<u>30</u> (13)	<u>25</u>	<u>5</u>	<u>5</u>	-	-	-	<u>1</u>	<u>2</u>
Gold Membership	<u>8</u> (7)	<u>8</u>	<u>1</u>	-	-	-	-	-	<u>1</u>
Non-Profit Business Membership	<u>5</u>	<u>5</u>	<u>1</u>	-	-	-	-	-	-
Patron Inn	<u>13</u>	<u>13</u>	-	-	-	-	-	-	<u>2</u>
Patron Musician	<u>10</u>	<u>10</u>	-	-	-	-	-	-	<u>1</u>
Patron Winery	<u>19</u>	<u>19</u>	-	-	-	-	-	-	<u>5</u>
Platinum Membership	<u>11</u> (8)	<u>11</u>	-	-	-	-	-	-	-
Silver Membership	<u>29</u> (19)	<u>26</u>	<u>5</u>	<u>2</u>	-	<u>1</u>	-	<u>1</u>	<u>6</u>
Student Artist Membership	<u>3</u>	<u>2</u>	<u>2</u>	<u>1</u>	-	-	-	-	-
<b>Total</b>	<u>308</u> (63)	<u>272</u>	<u>56</u>	<u>35</u>	-	<u>1</u>	-	<u>5</u>	<u>33</u>