

August 2017 Membership Report

AAI has 259 Active Members.

We have added the following new members over the last 30 days:

2 Art Lover Members

7 Artist Members

1 Bundled Member (Art in the Park)

2 Patron Wineries (La Serenissima and South Coast Winery)

All new members have received a "Welcome Letter" highlighting our upcoming events.

Donna Elliot has sent a reminder letter to all categories of membership that are overdue/lapsed.

In advance of the Board Meeting, Donna Elliot shared the Member Survey conducted in 2015 by Erin O'Neill (previous Board Vice President / Membership).

The responses in this survey and the AAI's more recent survey support the direction of this Board. Namely, provide:

1. more exposure of members' art, especially through more art shows,
2. friendship and social opportunities within the organization, and
3. classes/group discussions on art and the business of art (with topics on the business of art, fine art education, sales techniques, online sales opportunities, social media promotion and judging criteria)