

CCHHI EXECUTIVE BOARD MEETING

**January 16, 2014
2:00pm at the LENS**

Officer and Committee Chairs Attending: John Parsons, Wes Grady, Michael Harris, Al Heacox, Clyde Lohere, Dave McCoy, Vicki Reilly, Robert Rommel, Bill Schmitt, Jim Smeltzer, Susan Thomas and Donna Varner.

John Parsons called the meeting to order at 2:00pm. The minutes of December 19, 2013, were approved as written.

Treasurers report: John Parsons referred to Dave McCoy's financial report submitted via e-mail prior to meeting showing a cash balance of \$6,412. Expenses for the Holiday Reception have been reimbursed. Expenses for our New Members Night held last week will be submitted by Fran Hubbell. John reported that insurance for the LENS has been paid. No further comments or questions on the report as submitted.

Education: Robert Rommel reminded the Board that three classes will be offered starting in February ranging in length from 3 to 5 weeks. Registration to-date is good, however, he will speak about the offerings at the January meeting, and a note about classes will be placed in the Hot Shoe.

Communication: Donna Varner indicated that she has a Hot Shoe in progress and urged contributors to submit information ASAP. Content will include information on competitions with a link to revised rules, the January meeting speaker/judge Sgt. Bill Lisbon and the education classes being offered.

Publicity: Susan Thomas reviewed recent and on-going publicity efforts including steps taken to promote PSA & Kurtzberg Awards which showcase our youth assistance activities, and the CCHHI's Photo of the Year Award winners. Susan indicated that response to-date from the Island Packet whether attempts were made via phone, e-mail or in persons, have been unresponsive. John Parsons volunteered to accompany Susan and meet with editor if she felt it could be helpful and arranged. (Note: Article on the winner of the Photo of the Year appeared in the Island Packet the next day.)

A discussion about club activities followed as to which should be publicized. John reminded the Board that the Coastal Discovery Museum reserves the right to conduct all publicity for the Honey Horn Exhibit, but we certainly can for the HHI Library Exhibit which opens 8/25 and runs through 10/4 for which George Fusaro is responsible. We should also highlight The Kurtzberg Awards, The Photo of the Year and the Tri Club Competition for which we are the hosts this year. Susan re-emphasized the importance of submitting information on events/activities to her in a timely manner.

Board members discussed which periodicals/papers to use. These sources included the Island Packet, the Bluffton Sun, HH Monthly and the Lowcountry Monthly which is a good resource for the arts and includes a community calendar which we have not used previously. It was also suggested that Susan contact Sandy Dimke from the Beaufort Camera Club who apparently has good PR contacts.

Competitions & Guest Speakers: Wes Grady reported that revised rules for competitions were distributed for comment to Board members earlier in the week via e-mail. A lengthy discussion took place whether or not to allow exceptions to the stated submission deadline of 3:00 pm on the day of the competition. A number of attendees were against making any exceptions to the rules including at the time photos are turned in at the meeting. Additionally, the importance of providing all judges with clear instructions prior to each & every competition was re-emphasized.

A motion to amend the provision for “unusual circumstances” in the rules was unanimously approved. The amendment provides that the entrant must notify the competition committee by e-mail, by 3:00 pm on the afternoon of the competition, of any unusual circumstances which will result in a late submission that evening. The revised Competition Rules will be announced in the Hot Shoe and available on the CCHHI web site.

Wes announced that CCHHI members, in small numbers & accompanied by Parris Island staff, will be allowed this spring to shoot photos during the three day Crucible held monthly for the graduating classes at Parris Island Marine Depot. Our judge at the January meeting will discuss the opportunity.

Wes has arranged for Mark Hilliard, an expert on infra-red photography from the Outer Banks, to be the guest speaker for February. Mr. Hilliard will also conduct a two day workshop Feb. 26 & 27 for \$130 (a reduced fee) which will include a third day of picture taking. (see web site: Mark Hilliard Atelier)

Wes noted also that the competition theme for May has been changed to Food & Beverage since he was able to enlist Paul Neermborg, a professional photographer from Beaufort, to discuss techniques to photographing food & beverages. The Sporting Way theme will be included in the 2014/2015 schedule.

Old Business: Al Heacox distributed a revised proposal outlining a **Club Member of the Year initiative** which incorporated suggestions made by Board members last month such as the addition of ‘participation levels.’ Discussion followed focusing on importance of member recognition (badges/pins), whether or not Board members should be excluded from participating in the initiative, how records will be kept and showcasing achievement/participation of all members rather than singling out one individual. Al will revisit proposal and bring it back to Board for review.

Photo Assignment Initiative: Bill Schmitt reported that the introductory assignment feature appeared in the January newsletter discussing the topic of cropping. Feedback from new members relative to his suggestions was positive, therefore, he will extend the window to submit images for review & comment, and will encourage participation at the January member meeting. A new topic by an expert is scheduled to appear in the March newsletter therefore another expert & topic is needed to continue effort.

Bill Schmitt provided an update on the **European Travel Night** in Pinelands and emphasized that considerable work will be involved to properly host exhibit. Bill will send an e-mail to all members whose photos hang at the LENS to assess interest in displaying at least three European photos each. Success will depend on participation by members as well as from the supporting merchants who will need to advertise.

New Business: Wes reviewed the People to People program offering trips to Cuba which could be specifically tailored for photographers and could be sponsored by CCHHI. Trips are licensed & insured and include a guide/responsible party. Wes estimated that an 8 day trip would cost approximately \$3,500. Wes will gather additional information and review opportunities with Board at a future meeting.

Mission Statement, Goals & Objectives: In lieu of an existing & outdated Ten Point Plan adopted in July of 2012 new proposed Goals & Objectives for the club were written & distributed via e-mail prior to the Board meeting. This document reflects more accurately the activities and offerings of the Club today. It includes a Mission Statement written a number of years ago by Tony Topoleski, and now clearly delineates the priorities of the Club and the manner in which they will be carried out (action steps). The document was well received and was unanimously approved by the Board. It will be included on our web site and publicized in the newsletter.

Web site: Bill Schmitt has agreed to review and revised the CCHHI web site in order to refresh our image, make the site more user-friendly and allow for more images and easier navigation. Currently Bill is using Microsoft Sharepoint software. Besides cleaning up unused options we may need to increase capacity in order to accomplish desired results. Robert Rommel, Vicki Reilly & John Parsons volunteered to work with Bill on this initiative.

Field Trip: After visiting the Coastal Georgia Botanical Garden at the Historic Bamboo Farms in Savannah Al Heacox suggested we host a field trip there in the spring. It will afford a nice opportunity to photograph flora & fauna. Jim Smeltzer is also looking at the Alligator Farm near St. Augustine for an overnight trip in May. Robert Rommel agreed to speak with his colleagues regarding valuable outings.

The meeting was adjourned at 4:00pm.

Respectfully submitted by Vicki Reilly, secretary
January 20, 2014