

CCHHI EXECUTIVE BOARD MEETING
May 15, 2014
2:00pm at the LENS

Officer & Committees Chairs Attending: John Parsons, Wes Grady, Michael Harris, Al Heacox, Fran Hubbell, Natalie Nelson, Vicki Reilly, Robert Rommel, Bill Schmitt, Jim Smeltzer, Tony Topoleski and Donna Varner.

John Parsons called the meeting to order at 2:00pm. The minutes of April 17, 2014, were approved as written. The Financial Report submitted by Dave McCoy via email was approved as written, but only following a brief discussion raised by John about the significant drop in the Club's assets for April as highlighted by a comparison sheet for the period January 2013 - April 2014 he distributed. Fran Hubbell felt the decrease was primarily due to the fact that consignments fees from the exhibition at Honey Horn have yet to be reported. John will discuss matter with Dave.

COMMITTEE REPORTS

Tri-Club Competition & May Food Competition: Wes Grady reported that only twenty-one photographs have been submitted so far for the Tri-Club Competition to be held at Sun City on May 22 (21 Sun City entries, 8 Hilton Head & 1 Beaufort). Last year there was a total of ninety-eight entries. Participants have until 3:00pm on Thursday, May 22 to submit photographs. To-date no entries have been received for the food photography competition to be held at our Club's May meeting on the 27th.

Education Committee: Robert Rommel announced that two classes were offered this spring, however, one of those (Photographing Cars) was cancelled due to lack of participation. Photo 101, with emphasis working in the field rather than in the classroom, has 9 registrants. A suggestion was made to offer the Photographing Cars class again in the fall in the months preceding the Concours to gain participation by building on excitement for event.

John Parsons advised Robert that upon checking with Dave McCoy a 1099 federal tax form is not necessary for instructors as they are not employees of the Club. The Club is merely serving as a conduit for the money to pass through.

Bill Schmitt made the suggestion that small, informal groups/workshops could be offered on specific topics to bolster educational activities. He recently conducted one on Lightroom - one session, limited attendance, a couple of hours & we could charge a small fee. The group was all in favor of focused, interactive offerings which would augment our class offerings each semester.

Communication Committee: Donna Varner asked the Board and Committee Chairs to submit articles for the newsletter by the expressed deadline: five (5) days prior to the 1st of each month. Submission by the deadline would allow Donna the time she requires to edit, organize and layout material, and to incorporate last minute requests/changes. Michael Harris suggested what he called a “nag” to follow up on all outstanding material to alleviate this reoccurring problem. John Parsons volunteered to handle this function as well as have the email address (gmail account) printed in the newsletter re-directed to him.

Donna offered to publish the newsletter during the summer months provided, of course, there is material of interest for members. She also agreed to send out a Hot Shoe promoting the Tri-Club Competition, Food Photography Competition and the CCHHI Annual Dinner.

Membership Committee: Fran Hubbell announced that there are now 189 members in the Club. She reminded attendees that membership renewals are now due and she will be at the door for the May meeting to nudge attendees to remit. Fran also raised the issue of whether the Club should acknowledge the death of a member. An “In Memorium” section could be included in newsletter it was suggested as needed. Fran will additionally send a personal note to families from the Club.

Communications Committee: Susan Thomas has submitted an article to Natalie Nelson on the Kurtzberg Awards for review. Susan is also prepared to submit a press release on the winners in the Tri-Club Competition.

Web Site: Bill Schmitt advised the group that the new web site is in good shape, and has no size limitations relative to photographs, videos etc. He will include the monthly newsletter as a PDF. Photos from field trips can now be included as a slideshow, for example, and photos from the Kurtzberg Awards can be embedded. For members needing to add content Bill will provide a username. The old site will be running concurrently for two months & transition will be transparent. The monthly cost is \$3 rather than \$10 as previously charged.

LENS: Plans to redevelop Pineland Station are in the works, therefore, Bill Schmitt discussed the need to look for a new home/space for the LENS. Following a discussion it was agreed that a sub-committee would be convened to address the Clubs options including financing, size required and how space will be utilized. Bill volunteered to led the group and suggested that Bill Bosley, a realtor, be included. Also volunteering to work on matter are Michael Harris, Al Heacox and Jim Smeltzer.

Annual Banquet: Tony Topoleski advised attendees that to-date only 16 reservations for the dinner have been received. In prior years the level of attendance has been between 50 and 60. The deadline for making a reservation is June 3rd. Members will be encouraged to participate at our upcoming monthly meeting. The reservation form is on our web site. The group agreed that the competition at the banquet will be a People's Choice Award with no skill level categories. First, second & third place ribbons will be awarded at the dinner.

Kurtzberg Awards: Natalie Nelson announced that 41 students participated in the competition this year, and awards were handed out at an assembly at the high school last week. Natalie & John both attended the assembly, and stated how impressive the student's resumes were. A CD of the entries will be played at our monthly meeting.

Honey Horn Exhibition: John Parsons indicated there were only five photographs sold during the exhibition this year as compared to at least twelve in prior years. Seventeen notecards were sold and ten photos from the Bin Art were bought. The Club is awaiting payment from Honey Horn for the purchases. (The Art Fest held on the grounds during one weekend of the show may have been competition for the Club.)

St. Augustine Field Trip: Jim Smeltzer reported that seven members went on the trip to St. Augustine and the Alligator Farm. He felt everyone enjoyed themselves and had a terrific opportunity to photograph birds and alligators among other sites. It was the perfect time of year to visit as sitings of babies were ubiquitous. Jim suggested that a field trip to the Jacksonville Zoo in the fall would be rewarding for photographers.

OLD BUSINESS

Nominating Committee: Tony Topoleski distributed a handout identifying nominations for officers and committee chairs the 2014-2015. All positions are filled with agreeable candidates except for the 1st vice-president slot which remains open. This position is in line to become the president of the Club which appears to be the stumbling block in recruitment. Attendees were encourage to think about suitable candidates for vacancy. The slate will be voted on at the May meeting.

Membership Participating Program: Al Heacox will prepare an article for the June newsletter about the program as well as make an announcement at the Annual Banquet outlining the new initiative recognizing the "Members Extraordinaire." Minor details regarding sign up will be worked out. Al also reported that joining the Experts & Guides at one table worked out better last month - perhaps because of new signage, closer proximity of table to group or it just might have been the cookies!

Challenge Response #2: John Parsons needs to talk with Rich Daly to determine results of the challenge regarding his lesson on rule of thirds.

Competition Survey: Wes Grady handed out a Member Survey which he drafted for review relative to the member's views on competitions. He will conduct the survey with attendees at the May meeting. The survey will also appear on our web site so that non-attendees will have an opportunity to participate. Information regarding objectives of survey & results will appear in the newsletter.

NEW BUSINESS

Summer Activities: AL Heacox raised the issue of offering activities during the summer months for members. The Club does not hold business meetings during June, July & August, however, there is the possibility of providing opportunities to take field trips, host informal teach-ins etc. during this down time to maintain interest. Al offered to write up an article for newsletter to advance ideas.

The meeting was adjourned at 4:10pm.

Respectfully submitted by Vicki Reilly, secretary
May 20, 2014