

CCHHI EXECUTIVE BOARD MEETING
February 20, 2014
2:00pm at the LENS

Officers and Committee Chairs Attending: John Parsons, Michael Harris, Fran Hubbell, Clyde Lohere, Natalie Nelson, Vicki Reilly, Bill Schmitt, Jim Smeltzer, Tony Topoleski, Donna Varner and guest Jim Bilsky.

John Parsons called the meeting to order at 2:00pm. The minutes of January 16, 2014, were approved as written. The treasurer's report was submitted via email by Dave McCoy, however, he was not in attendance. No discussion ensued.

Survey Results of Novice Members: Jim Bilsky distributed and reviewed the results of the recently conducted survey among the Novice members. There are approximately 115 Novices of which 25% responded to survey. Highlights of the survey included:

- 91% of respondents joined the Club for purposes of education
- 96% of respondents have entered fewer than 5 competitions in the last 2 years
- 67% of respondents do **not** feel rules/format for competitions are confusing or a deterrent.

Conflicting response rates were generated relative to two questions aimed at whether or not holding **open vs themed** competitions mattered to participation. It was the consensus of the Board that themed competitions were of greater educational value. Donna Varner pointed out that a theme provides focus and is an important element in the learning process. The other two questions which elicited inconsistent responses were about the value of **field trips** on competition.

Jim Bilsky also reviewed the general comments offered by respondents about what the Club could do to encourage greater participations among the Novice members (handout provided). Of the eight comments submitted, two identified the need to clarify what judges look for in selecting winning entries.

A general discussion followed regarding a number of steps taken by Club to address similar concerns over the years including having a panel of judges critique and provide feedback on photos, hosting a night following competitions to evaluate photos, the advent of having "Experts" on hand prior to meeting to offer advice & answer questions. Donna Varner also astutely pointed out that the vast majority of respondents joined the Club for education and not strictly competitions. The Competition Committee and _____ Committee, upon review & discussion, will coordinate a plan. Jim Bilsky agreed to write an article about the survey for the newsletter.

Communications: Donna Varner reminded attendees that all articles for the newsletter are due to her five days prior to the first of each month. Donna agreed to enter the Club's newsletter in a competition sponsored by PSA so Fran will provide requirements of the national organization.

Education Committee: In the absence of Robert Rommel, Bill Schmitt indicated that 12 of the 15 members registered for the Black & White class are attending, 9 of the 12 registered for the HDR class are participating and there are 10 members registered for the Photo 101 class. Class attendance this semester is very favorable.

Membership Committee: Fran Hubbell advised the Board that 5 individuals joined last month bring our total membership to 170. She indicated that she made minor revisions in the application form since there were some overlapping questions (handout). Fran is also handling the registration for the exhibition at the Coastal Discovery Museum, entry form provided.

At the request of PSA and because of our successful outreach to students, Fran is writing an article about our Club's various youth initiatives & activities. We expect publication later this year in this international magazine showcasing CCHHI's efforts.

Publicity Committee: Susan Thomas is out of town.

Web Site: Bill Schmitt reported that revisions to the CCHHI web site continue. Bill reviewed headings/categories, and reminded attendees to keep in mind that the layout is often times dictated by a template. He asked all attendees to preview the site and provide feedback to him if something is missing or if navigation is difficult for example. He needs to know what type of computer respondent is using and their browser name. To access the web site enter: **new-cchhi.net**.

Electric Bill: Bill Schmitt said the recent electric bill for the Lens was \$280, and therefore, asked users to be sure and turn lights off and thermostat down when leaving.

European Travel Event: Bill Schmitt reported that progress to coordinate event with restaurants, the travel agency and exhibitors is on-going but slow. Because of that fact it was suggested to hold event in the fall.

Bill also mentioned that a marketing person for the 350/30 project contacted him with an offer to exhibit CCHHI photos at a location of a client's which receives 10,000 visitors annually. He will investigate offer.

Old Business - Nominating Committee: Tony Topoleski indicated that because of illness it will not be until next month that he can present a slate of candidates.

Annual Banquet: Tony reported that the Hilton Head Country Club will begin a remodeling project in early June and is consequently unavailable. He is looking into other venues i.e., Indigo Run, Hudson's restaurant since we need to keep date the first week of June. John Parsons indicated that last year 57 attended the banquet, and the prior year there were 70 attendees.

Kurtzberg Award: Natalie Nelson distributed handouts summarizing the history of the award and entry requirements as well as a list of outstanding issues for which she was soliciting feedback. Permission was given to purchase a new plaque. It was decided that at least this year's entries would be again limited to Black & White photos. Framing of winning entries will be handled by CCHHI and not the Pink House. If there is a tie in the points awarded, the 5 judges will vote again. Michael Harris, Donna Varner, & Vicki Reilly volunteered to be judges which will be held this April on one day, not over two days as in the past.

The Coast Discovery Museum Exhibit: John Parsons reported that the Exhibition will be held April 3 - May 4, 2014 with the Opening Reception on April 3 from 5 pm to 7 pm. Fran Hubbell is handling entries, the program and wall tags. Judy Butchko (sp?) is handling the bin art & postcards (anything else?). John distributed 5 x 8 postcards advertising event which the Museum will be mailing to 1,000 addressees.

Savannah Field Trip: Clyde Lohere, trip coordinator, reported twelve members participated this week in an outing to Savannah for a photo shoot. Participants were given a map outlining the suggested route and ate lunch together at Gryphon which was great.

St. Augustine Field Trip: Jim Smeltzer discussed plans for a field trip in May to the Alligator Farm outside of St. Augustine, FL a 3 1/2 hour one-way trip from HHI. He was soliciting ideas for places to visit/eat in the Old Town and overnight accommodations. Entry fee is \$16.07, a 30% discount. Birds nesting in the farm will definitely be a highlight of the trip.

Other suggested sites e.g., The Raptor Center and Daufauskie Island were rejected.

Swap/Sale: John Parsons reported that due to the fact that very few members offered sale items prior to last month's meeting he considered the attempt unsuccessful.

New Business - Coastal Discovery Museum: John Parsons reported that the Museum will be hosting an exhibition of Macro art/photography in December. The CCHHI has been asked to participate. Additional information will be available at a later date.

Biography Notebook: A notebook containing biographies of the members who have participated in exhibitions over the years was shown to attendees. The value of same was discussed and a method to update material and/or gain new profiles, if necessary, was solicited. It was decided to maintain and update the notebook. Fran Hubbell offered to design a form and send it out with the confirmation notice going to all exhibitors.

The meeting was adjourned at 4:20 pm.

Respectfully submitted by Vicki Reilly, secretary
February 22, 2014