

## **Columbus Arts Marketing Association**

Membership meeting

October 20, 2004, 4:30 p.m.

AOL Headquarters

Members in attendance: Dale Abrams, Suzanne Accetta, Lindsey Alexander, Paul Anthony, Kathy Burgan, Shane Cartmill, Sean Cooper, Jessica Fagan, Kate Gladziszewski, Jami Goldstein, Beth Fairman Kinney, Lacey Luce, Jennifer McNally, Claudia Plumley, Lynette Santoro-Au, Cat Sheridan, Toni Smith, Allison Thomas, Carole Wilhelm, and Jenny Young.

### **I Welcome**

- Chair Sean Cooper welcomed members, announced that tickets were available for the OAL fundraiser, and introduced Arts in the News committee co-chair Kate Gladziszewski.

### **II Introduction of Guest Speaker**

- Kate Gladziszewski introduced guest speaker Tom Rausch with Interactive Ink Incorporated.

### **III Guest Speaker Main topic: permission e-mail marketing**

Tom Rausch presented information on permission e-mail marketing. His presentation covered:

- Defining permission marketing
- Opportunities in permission marketing
- The Permission e-mail marketing process
- Getting started
- Best practices
- Deliverability/Spam

### **V Treasurers Report**

- Jennifer McNally had nothing new to report at this time.

### **VI Committee Reports**

- Sean announced the new executive committee members and reiterated positions that are still filled: Chair Sean Cooper, Vice Chair Lynette Santoro-Au, Treasurer and Immediate Past Co-Chair Jennifer McNally, Immediate Past Co-Chair Karen Simonian, Secretary Lacey Luce, Art in the News Committee Co-Chairs Lindsey Alexander and Kate Gladziszewski, Membership Committee Co-Chairs Mary Martineau and Jenny Young, Special Projects Committee Co-Chairs Paul Anthony and Elizabeth Trupp, Members-At-Large Dale Abrams, Jami Goldstein, and Darnell Lautt.
- Committee chairs briefly described the function of their committee and encouraged membership participation.
- Jenny Young thanked member organizations CATCO, Ballet Met, and Chamber Music Columbus, for providing recent discount ticket opportunities.

### **VII Member Announcements**

- Kate shared with the group that the e-mail tool used by CAPA is Patron. She also shared the titles of two books on permission marketing by Eugene Carr: *Wired for Culture* and *Sign up for Culture*.

- Lindsey announced upcoming events for Women at Play.
- Toni Smith announced upcoming events Columbus Jazz Orchestra

#### **VIII Group Activity**

- Members were encouraged to take this opportunity to sign up for a committee.

#### **IX Misc.**

- Jennifer McNally added an addendum to the treasurer's report and announced the decision by the executive committee to make a \$250 donation to the Museum in memory of Dave Brackbill.