



2016 BUSINESS & PLANNING MEETING

Teton Photography Group
December 12, 2016

Loren Nelson

TPG Executive Committee 2017

- ◉ Loren Nelson, Chair
- ◉ Randy Isaacson, Vice-chair
- ◉ Michael Cohen, Sec/Treasurer
- ◉ Aaron Linsdau, Web coordinator
- ◉ Lisa Ridgway
- ◉ David Brookover
- ◉ Paul Podell
- ◉ Chuck Schneebeck**
- ◉ Jason Williams**
- ◉ **Moose Henderson* (FPT)**



Webmaster: Mike Cavaroc

Agenda

- ◉ Welcome / announcements
- ◉ Membership report
- ◉ Activities report
- ◉ Programs update
- ◉ Monthly program planning
- ◉ Future Symposia
- ◉ Other discussion



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Agenda

Vision: We envision a group providing a resource for members to improve their photographic skills while promoting interest in photography throughout the community.

Mission: The Group provides members with opportunities to develop and share their photographic skills and promotes interest in photography throughout the greater Teton region.



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Membership Update

Who we are:

- Contacts - 624
- Mailing list - 545
- Facebook – 433
- Locals – 174
- Heavy visitation - 68
- Questions?

Registered
Members
- 562 -

Professional-66, Advanced-131
Intermediate-136, and Beginner-79

2016 Activities Report

- Monthly – 12 (19 total meetings)
- Symposia – none (1 in planning)
- JWG Gallery – Michael Cohen
- Photographic genres - travel
 - Technical and post processing
- Image critique / discussion - 7
- Field activity in summer - 4
- Facebook Photo Thursday – Nancy Takeda
 - Moose Henderson

Rocky Mountain Photo Council

- Coalition of photography organizations in Wyoming, Idaho, SW Montana, northern Utah, and (now) Colorado
- **Vision:** The Rocky Mountain Photo Council believes when one photo club improves, we all improve.



Rocky Mountain Photo Council

Mission: The Rocky Mountain Photo Council is an organization of camera clubs from Colorado, Idaho, SW Montana, Northern Utah, and Wyoming dedicated to promoting the art and science of photography through the association of its members throughout the region.

We inform each other about activities of the individual clubs, encourage group participation in those activities, and stimulate interest and advancement in the knowledge and practice of photography.



Shoot To Care Update

The Group promotes the respectful, ethical, and responsible use of our natural resources to insure our pristine environment will be unspoiled for future generations.

SHOOT
TO CARE

Shoot To Care Update

- ◉ Failed public launch May 2015
- ◉ 5,000 brochures with prize registration
 - No prizes and no place to distribute them
- ◉ Alter last page and distribute ?
- ◉ Website feature
- ◉ Statement of ethical principles

SHOOT
TO CARE

Membership Issues

- ◉ Database / Current status
- ◉ Dues paying vs non-paying
- ◉ Dues for local vs seasonal?
- ◉ Dues payment? Tracking?
- ◉ Membership number / cards?
- ◉ Member benefits:
 - Discount symposia fees
 - AAJH discount - ??
 - Newsletter - ??
 - Competitions discount - ??

Strategic Partners

Membership

- ◉ What defines a member?
 - Membership database (demographics)
 - Mailing list & Facebook
 - Demographics registration
- ◉ AAJH membership – supported / not required
- ◉ What are member benefits?
 - Newsletter
 - Voting
 - Survey's
 - Web site
 - Special activities
 - Discounts
- ◉ Dues – will begin 2017
 - Individual; family / household discount?
 - Local vs distant? Other fees for activities? Discounts?
 - Joint AAJH discount / activities?



Finance and Dues

- Membership – annual dues
 - \$20 individual; ?\$30/35 family or household
- Symposia
 - \$35 members
 - \$50 non-members
 - Includes coffee/snack for half-day
- Donations?
- Activity fees / discounts?
- Corporate / business sponsorship?

TPG Dues / Finance

- \$20/year individual; \$35/year household
 - Deductible if we become 501(c)3
- Half-day educational symposia - \$35 members; \$50 non-members
- Quarterly competitions - \$20 entry fee; finalists receive free print; winners cash / other?
- Organized photo tours – cost + 20% - ??
- Business sponsorship
 - General: Bronze (\$25), Silver (\$50), Gold (\$100), Platinum (\$?)
 - Project / activity sponsors
- ?? - Combined dues reductions for AAJH?
 - Negotiate fee reduction for AAJH programs
 - Negotiate fee reduction for AAJH dues

TPG Involvement / Participation

Results from 2017 Members' Needs Survey (45 completed responses)

Events Attended 2016	Response Percent
None	40.0%
1 or 2	28.89%
3 to 6	20.0%
7 to 17	8.89%
All 18	2.22%

10%

Cause(s):

- Day of week?
- Time of day?
- Subject?
- Presenter?
- Other?



Educational Symposia

- Outdoor photography – 9/7/13
- Basic camera technique – 3/22/14
- Post-processing essentials – 11/8/14
- Composition – 3/14/15
- ~~Secret locations in the GYE – Fall 2016~~
- 2017 – open for discussion?



Possible activities

- ☑ Meetings with scheduled presentations
- ☑ Small group field shoots
- ☑ Photo critiques, critical review
- ☑ Discussion board / blog; FPT
- ☑ Web sharing, links, networking
- ☑ Photo contests / recognition
- Photo scavenger hunt
- Advancement points
- Gear swap
- Showings and sharing
- Referral services
- Joint activities
- Other?



Timeline

- January – Mirrorless vs dSLR
- February – Program
- March – Low light challenges
- April – Program
- May – 2017 Eclipse Planning
- June - Aug – Group field shoots / discussion
- September – Program?
- October – Program?
- November – Program?
- October 2017 – 5th Educational Symposium

Additional 2nd Monday
Critique / discussion

Formality / Structure

- Not-for-profit, educational / AAJH?
- Officers / executive committee
- Charter / By-laws
- AAJH strategic partnership
- Website / Facebook
- Financial
 - Dues +/- fees
 - Sponsors?
 - Checking account
 - 501(c)3 application



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ART ASSOCIATION
OF JACKSON HOLE

- Partnership since 2012
- Venue issues in 2016 – needed bigger space
- Photography Studio
 - Digital media lab
 - Dark room
 - Phone line / answering
- Educational programming
 - Classes, workshops, tutoring
 - Educational Symposium sponsorship
- Contests / gallery
- Marketing, publicity, website, calendar, **Create!**
- Short term plan (6 months?) - TPG representative?
- Other? - Long-term?

Needs

- **Volunteers**

- Know the area / history
- Know the people
- Web skills!
- Data base skills

- Publicity / marketing

- Web presence

- Sharing posts / blogs
- Discussion forum? Links?
- Sharing sites & pages / referral
- Social media - Facebook

