



2018 BUSINESS & PLANNING MEETING

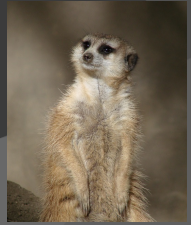
Teton Photography Club
December 10, 2018

Loren Nelson

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Agenda

- ◉ Welcome / announcements
- ◉ Membership/Treasury report
- ◉ Activities report
- ◉ Programs update
- ◉ Monthly program planning
- ◉ Future TPCed programs
- ◉ Future photo travel
- ◉ 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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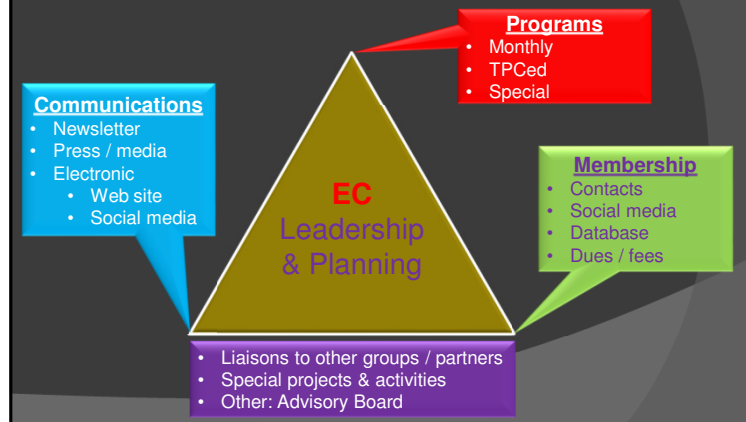
TPC Executive Committee 2018

- ◉ Loren Nelson, Chair
- ◉ Randy Isaacson, Vice-chair
- ◉ Michael Cohen, Sec/Treasurer
- ◉ Aaron Linsdau (Web coordinator)
- ◉ David Brookover (Chair, Advisory Board)
- ◉ (Paul Podell)
- ◉ Beth Holmes (Communications; Programs; Gallery)
- ◉ David Navratil (Gallery, FPT)
- ◉ Rachael Dunlop (Website galleries)
- ◉ Tim Lebassi (Programs)
- ◉ (New member)



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Group Functions



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Membership Update

Who we are:

- Members – 676 registered (11/19/18)
- Facebook – 507 followers
- Locals – 264 (live here >3 months/year)
- Local & heavy use – 360
- Questions?

Local Members:
Professional-44, Advanced-68
Intermediate-103, and Beginner-40

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Treasurer's Report

- We are a Wyoming non-profit corporation – the TPG
- 2018 starting cash on hand – \$5,721
- 2018 revenue – \$21,047
- 2018 expenses – \$5,423
- End of year balance – \$21,345
- 2019 commitments - \$12,000

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Financial Summary 2018

Opening Cash Balance	\$5,721
Revenue	
TPCed	\$820
Trips	\$19,657
Gallery	\$570
Total	\$21,047
Expense	
Corporate	\$27
Awards/Prizes	\$40
Gallery	\$151
Technology	\$219
Office Supplies	\$69
Meals/Entertainment	\$143
Trips/Deposits	\$4,774
Total	\$5,423
Profit/Loss	\$15,624
Current Cash Balance	\$21,345

Note: Trips/Deposits expense will increase in Jan 2019 against 2018 Revenue

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2019 B

Note: Cash flow table is automatically calculated based on your entries in the Monthly Income and Monthly Expense tables below

Cash Flow	Projected	Actual	Variance
Total Income	12,900	0	-12,900
Total Expense	12,700	0	12,700
Total Cash	200	0	-200

Revenue	Projected	Actual	Variance
Trips	7,000	0	-7,000
Gallery	500	0	-500
TPCed	1,200	0	-1,200
Memberships	2,500	0	-2,500
other income	1,400	0	-1,400
other income	300	0	-300
Total Income	12,900	0	-12,900

Expense	Projected	Actual	Variance
Advertising/Marketing	3,000	0	-3,000
Entertainment	500	0	-500
Meetings	0	0	0
Servers/Domain	200	0	-200
Web development	1,800	0	-1,800
Room rental TPCed	400	0	-400
Equipment	0	0	0
Awards	200	0	-200
Software	0	0	0
Gallery	200	0	-200
Speakers	4,000	0	-4,000
Bookkeeper	1,900	0	-1,900
Accountant	500	0	-500
other	0	0	0
other	0	0	0
other	0	0	0
other	0	0	0
other	0	0	0
other	0	0	0
Total	12,700	0	12,700

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2018 Activities Report

- Monthly – 12 (15 total meetings)
- Symposia – none
- Image critique / discussion - 6
- Field activity in summer - 3
- Facebook Photo Thursday – David Navratil
- Peer Mentors Program – twice monthly (22)
- Teton County Library juried exhibition
- Yellowstone winter photo trip
- TPCed Classes – 4
- TPCed Workshops - 2

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Membership

- What defines a member?
 - Membership database (demographics)
 - Mailing list & Facebook
 - Demographics registration
- What are member benefits?
 - Newsletter
 - Voting / Executive Committee
 - Survey's & activities planning
 - Web site / social media
 - Special activities / photo travel & tours
 - Discounts – TPCed classes, workshops, symposia
- Dues – ??
 - Individual; family / household discount?
 - Local vs distant? Other fees for activities?
 - Discounts?

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TPC Dues / Finance

- \$25/year individual; \$40/year household
 - Deductible if we become 501(c)3
- Full-day educational symposia - \$50 members; \$75 non-members
- Half-day workshops - \$40 members; \$50 non-members
- Evening classes - \$20 members; \$25 non-members
- Business sponsorship
 - General: Bronze (\$100), Silver (\$250), Gold (\$500), Platinum (\$1,000)
 - Project / activity sponsors

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Communication Update

- ◉ Website – www.TetonPhotographyClub.org
- ◉ Social media
 - Facebook
 - Flickr
- ◉ Local press – JHN&G – electronic & print
- ◉ Google ads, Yahoo, Bing, other
- ◉ Rocky Mountain Photo Council
- ◉ Apogee Photo Magazine

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Galleries & Exhibitions

- ◉ Teton County Library juried exhibition
 - Beth Holme
 - David Navratil
 - Mid September – mid-November
- ◉ New Meridian Trust Federal Credit Union exhibition space – David / Randy

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Peer Mentor Program

- ◉ Began – March 2016
- ◉ Growth – About a dozen to over 20
- ◉ Activity – Monthly field shoots & discussions (Jan – Nov)
- ◉ Has become the core of the TPC with our most active & influential members
- ◉ Thanks to Randy Isaacson - update

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On-line Membership Registration

- ◉ Major update of website in Nov/Dec
- ◉ eCommerce event registration/payment
- ◉ Membership management application
 - On-line registration and data management
 - Multiple levels of membership
 - Control of website content access
 - Payment of dues / reminders / logging
 - Corporate / business sponsorship
- ◉ Goal: Provide **quality & value** to members

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Membership & dues structure

- Social media only - \$0
- Limited (distant) - \$10
- **Full membership - \$25**
- Full Household - \$40
- Sponsoring membership - \$100
- Sponsoring Lifetime - \$500
- Website content, newsletters, PMP, announcements, surveys, travel, voting, leadership roles, competitions, exhibitions
- Discounts for classes, workshops, symposia
- Other value

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Membership Recruitment

- **Invite your friends to join**
- Local JHN&G ad campaign
 - Teton Photography Club
 - TPCed Photography Education in the Tetons
 - Peer Mentor Program
- Targeted web campaign – Google, Yahoo, Bing, etc.
- Outreach to novice aspiring photographers classes / resources
- Focused approach to advanced and professional local photographers
- T-shirts, caps, stickers, other identifiers

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Corporate / business sponsorship

- Bronze - \$100
- Silver - \$250
- Gold - \$500
- Platinum - \$1,000
- Special event sponsors - symposia
- Recognition: website, newsletter, meetings
- Participation in educational programs
- Partnerships with hotels, tours, businesses

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2019 Program Planning

- 2019 Members' Needs Surveys
 - All – travel, exhibition, structure, satisfaction
 - Local – programs, needs, classes, workshops
- Response rate
 - All – 88 (partial) responses (75% local) of ~650
 - Local – 58 (partial) responses (22% of local members; 16% of heavy/local members)

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2019 All Members' Needs Survey

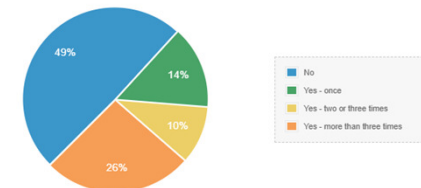
- Multi-day photo tours experience
- Photo tour style / services
- Photo tour type / activities
- Photo tour locations

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TPC Group Travel Experience

Have you ever traveled for a multi-day photography workshop or tour?

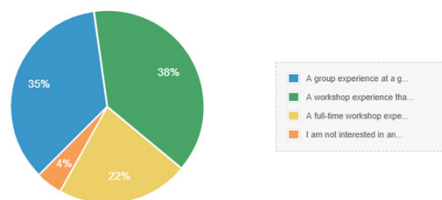
Answered: 69 Skipped: 19



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What type of photography tour / workshop would YOU prefer?

Answered: 68 Skipped: 20



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TPC Group Travel Locations

- Glacier NP 39%
- Yellowstone (winter) 36%
- Yellowstone (spring/fall) 36%
- Oregon coast / Crater Lake 23%
- Multiple S Utah NPs 22%
- Wind Rivers – 20%
- Beartooth highway – 20%
- Death Valley 19%
- Red Desert 19%
- The Wave/Moab/Canyonlands – 16% each
- Palouse / E Washington – 16%
- 17 others 2-13%; Flaming Gorge/Dinosaur

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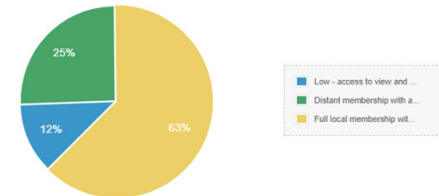
2019 All Members' Needs Survey

- Participation in "tiered" membership
 - Facebook only
 - Distant with some activities
 - Local with all activities
- Photo competition type preference

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The TPC is considering a multi-tiered membership program. In which of the following membership tiers would YOU be most likely to participate?

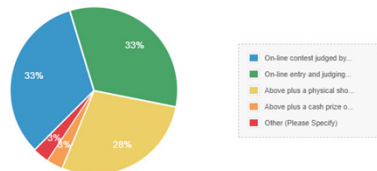
Answered: 67 Skipped: 21



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If the TPC sponsored regular photo competitions with possible prizes, which format would you prefer?

Answered: 64 Skipped: 24

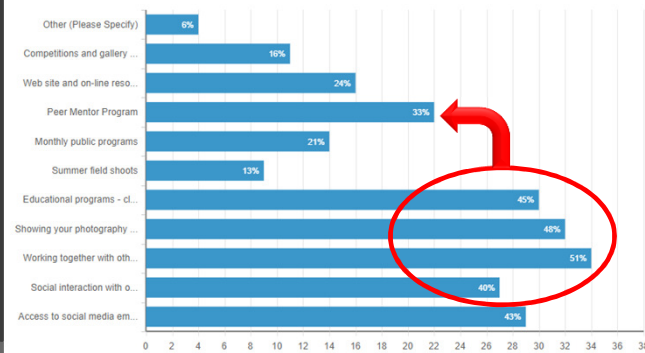


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2019 TPC Value

What do you value most about your TPC membership?

Answered: 67 Skipped: 21

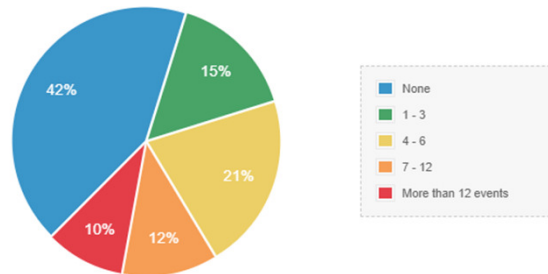


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2019 Local Members Survey

How many TPC events did you personally attend in 2018?

Answered: 52 Skipped: 6



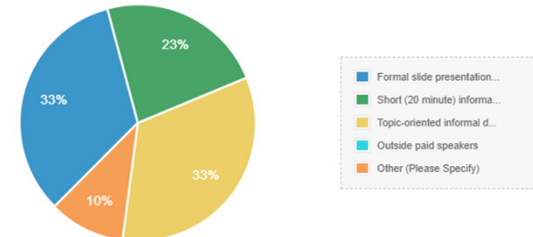
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2019 Local Members Survey

What type of program format do YOU find most helpful for our monthly public meetings?

Answered: 48 Skipped: 10

Another 10%
Mixed formats or formal

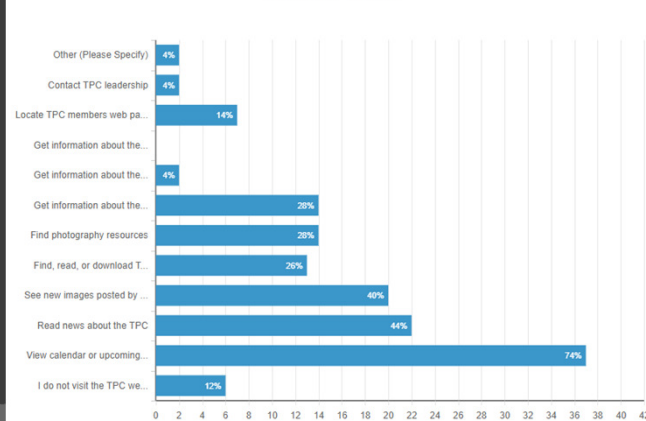


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2019 Local Member Survey

Why do you visit the TPC web site? Check all that apply.

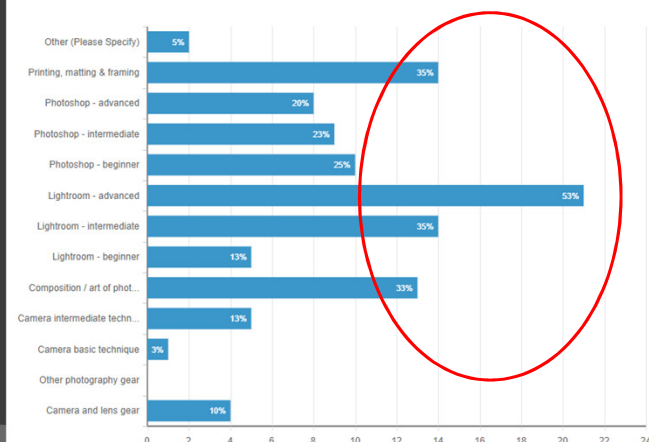
Answered: 50 Skipped: 8



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What TPC Education Program half-day weekend (paid) workshops would YOU like to see in 2019?

Answered: 40 Skipped: 18



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PMP Specific Program Suggestions

- ◉ Printing – who, how, matte & frame, paper, printers, media
- ◉ Metadata and workflow in Lightroom
- ◉ Composition discussion
- ◉ Wildlife field shoot
- ◉ Latest from camera companies
- ◉ Nature & wildlife photography ethics

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Educational Symposia

- ◉ Outdoor photography – 9/7/13
- ◉ Basic camera technique – 3/22/14
- ◉ Post-processing essentials – 11/8/14
- ◉ Composition – 3/14/15
- ◉ 2019 – open for discussion?



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Symposia Suggestions

- ◉ Camera companies (2)
- ◉ Finished product as art (2)
- ◉ Creativity/blocks/inspiration
- ◉ Wildlife videography
- ◉ Travel photography
- ◉ Advanced Lightroom
- ◉ Marketing & business of photography
- ◉ Wildlife – mindset, techniques, composition, editing
- ◉ Isolating the subject, gallery quality, composition
- ◉ Birds in flight
- ◉ Composition & art (2)
- ◉ Portrait and lighting
- ◉ Field shoot and processing – all day
- ◉ Wyoming Women Wildlife Photographers (WWW3)

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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 / exhibitions
- ◉ Photo scavenger hunt
- ◉ Advancement points
- ◉ Gear swap
- ◉ Showings and sharing
- ◉ Referral services
- ◉ Joint activities
- ◉ Other?



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2019 Timeline

- January – Photo-journalism – story telling
- February – M Cohen – 5th Anniversary Critique / discussion
- March – Program
- April – Program
- May – Program
- June - Aug – Group field shoots / discussion with PMP
- September – Program
- October – Program
- November – Program
- December – Business & Program Planning

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2019 Meeting Venue Changes!

- If it's Wednesday it's **photography night!**
 - 1st Wednesday – Critique (Jan – Mar) or class
 - 2nd Wednesday – PMP discussions
 - **3rd Wednesday – TPC public presentations**
 - 4th Wednesday – Class or social (occasional)
 - 5th Wednesday – You're off!
- All PMP meetings – Meridian Trust Federal Credit Union – 740 South US89 (near Movieworks4)
- All TPC public meetings – JHREA
- Other events – check the website

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Formality / Structure

- Not-for-profit Wyoming corporation
- Officers / executive committee
- Charter / By-laws - ??
- Website / Facebook
- Financial
 - Dues +/- fees
 - Sponsors - ??
 - Checking account / debit card / PayPal
 - 501(c)3 application - ??



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New ideas competition

- Newsletter name and tag line
 - *Teton Lightmasters*
 - *The Image Maker*
 - *TPC Focus*
 - *Presence*
 - *Monthly Snapshot*
 - Other
- PMP – logo and tag line
 - Ideas?



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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.



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Shoot To Care Update

- Website page
- Statement of ethical principles
- Links to photography ethics posts

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



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Needs

• Volunteers

- Know the area / history
- Know the people
- Web skills!
- Publicity / marketing

• Web presence

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



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