**Minutes, NCA Board Meeting**

Via GoToMeeting

Attendees: Marion Bradley, Linda Foat, Ed Avis, Dwayne Ibsen, Tyler Volz, Lori Hammes,

Louella Torrence, Gene Flaharty, Pam Markel

April 14, 2020

**1. Call to Order** – Marion Bradley, 9:03 a.m.

**2. Approval of Minutes from Previous Meeting** – Linda moved, Gene seconded, approved

**3. Executive Report** – Ed Avis

- Membership – Active members = 136 total, that includes 98 shops; 30 vendors; 2 costume professionals, 5 retired, and one student. Also 5 who are graced. We will ramp up the membership campaign after the crisis passes.

- Budget – Money is tight, but let’s focus on this after the crisis. In 2019, 21,000 came in in the fall.

**4. Update on Coronavirus Efforts** – webinar (30 people attended, and the video has been watched 65 times since then), mask challenge (1,525 done and commitments for 2,075 more), articles (1,336 times the articles have been read)

**5. Brainstorming Session** – How else can we help our members survive the coronavirus crisis? (See below for ideas)

**6. Old Business** – Spring Fling is cancelled but attendees have to call and cancel reservation. Talk of doing it in July or August.

**Action Item:** Ed will write about this in Thursday’s newsletter.

**7. New Business** – Louella reminded Ed to vet the retired members list. We will consider the roster for later this year.

**8. Adjournment** – Tyler moved to adjourn, Louella seconded

**IDEAS FROM BRAINSTORMING SESSION**

The brainstorming session was in roundtable format, where each attendee offered ideas and then we briefly discussed them as appropriate. Some were ideas for NCA as a whole, and others were ideas for individual shops. The list below is broken down based on that.

**NCA Ideas**

Some of these ideas require further thought and decisions from the board (these are in red) and the others are no-brainers that we should implement immediately (green).

**Raise money for struggling NCA members via a Gofundme campaign.** We could especially ask vendors to donate, since the health of shops is directly related to their health. We could say the money is focused on restocking once the crisis ends, in anticipation of a big Halloween.

**Develop graphics/videos for Facebook that members could put on their sites.** Tyler said he has been filming make-up videos, and Gene said Mehron has several such videos available for member use.

**Create a marketplace for NCA members to sell their custom items**, such as decorative masks, “artistically mended” items, or other things.

**Create an opportunity for members to “bundle” purchases** to get better prices and lower minimums.

**Create a vendor marketplace** where vendor members can promote their best products for Halloween or other upcoming events. This could be a digital thing on our website.

**Create more resources for members to survive the crisis.** Ed and Kathy can write more articles on what other shops are doing.

**Do more webinars,** such as on making decorated masks and artful mending.

**Schedule a virtual roundtable** for people to talk about the situation.

**Reach out to NCA members** just to see how they’re doing.

**Ideas for individual shops**

Make craft kits, dress-up kits, and other things that people can do at home

Do funny and interesting things on Facebook, TikTok or other social media to remind customers that you’re there

Be mindful of the fact that you’re in this for the long term, so consider refunding deposits