NAME OF COMPONENT: AIA Gainesville

CONTACT: Cydney McGlothlin (2018 President)

COMPONENT SIZE: Volunteer

PROGRAM TITLE: Ask an Architect

CORE SERVICE: Public Outreach

PROVIDE A BRIEF DESCRIPTION OF THE PROGRAM:
We aim to create relationships with the community by placing a sandwich board every Friday during lunch outside the downtown Design Center inviting anyone to come in a talk with an architect. It is very informal, and people will stop by to talk about their home, architecture or anything. Over time it has become popular and some even drive 45 minutes to ask an architect questions about home renovations.

HOW DOES YOUR PROGRAM ADDRESS THE CORE MEMBER SERVICE?
We broaden the reach of our membership by opening to the community and advocating for the importance of architecture and of architects.

WHO IS THE INTENDED AUDIENCE (include size and demographic)
It started as people in downtown Gainesville – so approximately a couple thousand people. But it has grown, and people have traveled from other towns for the sole purpose to talk with an architect.

WHAT IS THE BUDGET? (include all costs including sponsors, grants, and other outside funding)
We have a partnership with the Design Center where we pay $100 a month to use the space for this and for our meetings. We purchased the sandwich board for less than $100.

HOW (list the steps or process to implement this program, be as specific as possible)
Every month at our board meeting we fill out the calendar of who will work each Friday. Then a schedule is posted in the window. When the architect arrives shortly before noon, they place the red sandwich board on the sidewalk with the notice (which has their name and contact information).