

PLANTATION ARTISTS' GUILD & GALLERY BOARD MINUTES

Monday, Nov. 5, 2018, 3PM

BOARD MEMBERS PRESENT: Lois Grunder, Barbara Hopkins, Gary Johns, Lorraine Kilmer, Vickie Maley, Diane O'Malley, Rebecca McDannold, Ed Mosher, Walt Petersen, Curt Platte, Brenda Price, Gary Rubin, Jeanne Tennyson, Ann Stanhope, Pam Vieser

CALL TO ORDER: President Rebecca McDannold called the meeting to order at 3:05 p.m. on November 5, 2018

OFFICER REPORTS:

President Rebecca McDannold: President remarks

Rebecca thanked everyone for serving on the board. She remarked about the successful gallery reception on Friday, November 2, 2018. She complimented the board and gallery for ten successful years as a business. She listed two goals for the year:

1. Take advantage of the new opportunities resulting from the predicted growth in the county. This will enable us to welcome new artist members and increase sales.
2. Increase sales.

Our challenge is to be fiscally responsible.

She also encouraged each new officer and committee chair to ask questions and meet with the past officer or chair to clarify their new roles. She encouraged them to convene committee meetings with their members soon. She offered a list of committee interests indicated on the membership renewal forms.

Secretary Vickie Maley: Roll was taken. Minutes for the October 1, 2018 meeting were approved.

1st Vice President Barbara Hopkins:

1. Event Calendar 2018-19 was discussed and will be forthcoming.
2. Worker calendar: Ginger Bender and Marlene Strobach will create and monitor the workday calendar.
3. Supply procurement, maintenance: Ed Mosher
4. Diane O'Malley reviewed the CummerAmelia dates and plans. There will be a Garden Walk for plein aire painters and a new Garden Market on April 6, 2019. The Real Estate Home Show will be held April 7, 2019. More information will be forthcoming, but she encouraged everyone to mark their calendars now for these events.

2nd Vice President Jeanne Tennyson will be meeting with the chairs of the following venues to determine needs/activities for the year:

1. Real estate venue
2. Home Show
3. Osprey Village
4. Property Owners' Club

Treasurer's Report Curt Platte gave a summary of the past month and the total year. Highlights are

1. The year ended better than budgeted. There were fewer expenses, more donations and good sales. Expenditures were \$6,820 of the \$7,440 budgeted.
2. Average monthly sales were \$5,609, and the total year was \$67,304. There were over \$1,000 in

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donations.

3. This October's sales totaled \$4,996. Artist commissions were \$3,247. Proceeds from the Art Lover's group were \$825.
4. The need for a process for donor renewals was discussed.

Curt gave Pam Vieser the incoming 2018-19 treasurer the latest information and records.

Guild Director Brenda Price reported a successful response to the Jacksonville trip. Other possibilities for activities and programs were discussed. Guest artist responsibilities regarding demonstrations were discussed.

STANDING COMMITTEE REPORTS

Membership Lois Grunder welcomed the two new members - Dante DeFlorio and Susan Hitchcock. There are now 34 exhibiting members. She will distribute an updated membership list upon completion of the membership drive.

Art Lovers Co-chairs: Diane O'Malley, Deb Ahren. Diane reported a successful first effort at recruiting members as Art Lovers. Twelve (12) new members joined. This is a new category of members who support the gallery with assistance (i.e.: participate on committees, work the front desk, etc.) and payment of a membership fee, but do not exhibit art. The fee is \$50 for an individual and \$75 for a family membership. A total of \$825 was raised through this new initiative.

Clarification between donors to the gallery and members of the Art Lovers Program was defined. Art lovers are non-exhibiting members of the gallery and are not required to donate. There is a \$50 individual or \$75 family membership fee. Donors are not required to be Art Lovers members, although they are welcome to be. They choose what they want to donate to the gallery. They do not assist in activities although they are always welcome.

Hospitality Lorraine Kilmer reported the last reception on was very successful. There were many people in attendance and sales for the one night were more than half our monthly average at over \$3,000.

Programs and Projects Edwin Mosher stated possible new venues the committee is pursuing including

1. The Osprey Village Show is upcoming. Twelve paintings are needed. November 16, 2018 at 2 p.m. is the date/time to hang there. Exhibiting members will be notified by email. He reported that he is working with Travis for new charities to sponsor our receptions.
2. The Fernandina Beach Club has suggested displaying our art for sale in January or February.
3. The airport was deemed not suitable for displaying art due to space.
4. Gary Johns is in discussion with the Amelia Executive Suites at 5422 First Coast Highway for an art show with the possibility of opening it to PAGG artists and artists other than PAGG artists.
5. The new art gallery on Sadler was discussed as another possibility.

Publicity and public relations Brenda Price will be meeting with her committee chairs to determine activities for the year. She will also be recruiting some new chairs for the sub committees.

Newspaper Ads, etc.

Islander

Chamber of Commerce: map

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Plantation media: Omni, Canopy, other

Jacksonville: Anthony Whiting

Rack cards: Ginger Bender

Downtown Chamber

Website: Gary Rubin

Social media

Twitter:

Facebook: Carol Winner

Instagram: Liz Lind

Liaison: Al Watson: No report currently.

Historian: Walt Petersen, Ann Stanhope: Walt Petersen presented several new pages for the historian's book.

Old Business

10th Anniversary 2018 A reception was held after the October members' meeting.

New business

Ed Mosher presented the following new idea for generating funds for the gallery.

Implement a voluntary exhibiting member art donation event. Current exhibiting artists donate an art piece to be sold with all the proceeds donated to the gallery. This would be a personal choice to donate or not. The idea, if approved by the board, will be presented to the exhibiting membership for approval at the next general meeting.

After discussion the motion was presented, seconded and passed.

Adjourn The president called for a motion to adjourn. Jeanne Tennyson so moved. The motion was seconded by Lorraine Kilmer and approved.

The meeting was adjourned by President Rebecca McDannold at 5:30 p.m.

Respectfully Submitted,

Vickie Maley, Secretary