

PAGG
BOARD MEETING Minutes

AUG 15, 2023 @10:00 AM

Meeting Facilitator: Victoria Germond, President

Invitees: Board and Standing Committee Members, General Members

-present: Gary Rubin, Barbara Hopkins, Luisa Carver, Leslie Collins, Karen Bowden, Depy Adams, Ed Mosher, Susan Hitchcock, Trish Jones

- I. Call to order
- II. Roll call – Susan Hitchcock standing in for Secretary Rebecca McDannold
- III. Approval of minutes from last board meeting – Leslie Collins
- IV. Governing Board Members

a) President – Vickie Germond

- Show #60 reminder reception scheduled Sept. 15th. “Change of Seasons”

Invitation finished, will be sending out to members soon.

- Clover reports still need improving. Missed sales, cash sales and tax issues.

-Discussed more training with certain members; constantly making simple mistakes on invoices.

-Challenges for income stream and covering of costs going forward 2023/2024 year. Review & suggested options to open discussion.

Numerous discussions on ways to get costs down. From stopping all advertising (the News Leader and Islander Magazine) to working on ways to eliminate partial Credit card charges taken out of sales. Also a discussion on raising membership fee. Will follow-up in next meeting.

-The Foundation that was going to handle all the costs of the new accounting system is no longer part of the equation. We are designated a “private” foundation and they cannot legally supply funds to a private 501(c)3. We would need to submit a 1023 application change to a “public” 501(c)3 foundation to get backing. There is no guarantee we would qualify. Cost is \$600. This would require more fundraising activity in the community as part of the requirements for a public 501(c)3. More discussions to follow.

b) First V.P. – Karen Bowden

-Procedure revisions:

Karen Bowden has provided a revised copy to board members, for review. Requests comments to be complete and voted on by Sept 7th board meeting. Most changes are procedural. Allowed hanging space changes are being discussed.

c) Second V.P. – Ed Mosher

- Osprey -March/September, Real Estate June/Dec

-Oaks just changed out/Ed is requesting date for Osprey hanging/Ned Flemming to report on Real Estate Office date change

d) Treasurer – Cindy Jenkin

-July sales \$16,400

e) Guild Director – Nancy Bartmess –

-There is 50 year celebration next year for the AIPCA (the Amelia Island Plantation Community Association). Nancy indicated that they would possibly like to tie in with the gallery for the opening night with a reception, and a corresponding art exhibit entitled “Amelia in Bloom”.

Per Nancy, it would be great exposure for the gallery, limited only to AIPCA residents and their guest (not public) but am sure they will provide refreshments etc and we would just provide the space. Omni is helping them too. Contact is Pat Hadyn. Board discussion needed to confirm and how that would affect our regular reception dates.

-Comments to above were: Board members think this is a great idea, but want it held at The Oaks. It cannot be held at Pagg, or tied into one of our receptions. This would be a special event with exhibiting members showing work corresponding to title of show.

-Luisa Carver is planning a two day workshop in February (possibly). 7-15 participants at \$275 each. No cost to the gallery. Luisa is seeking a spot to hold it in. Possibly The Oaks. This class needs to be a Pagg event. Theme is Sketch Book Art. Participants will learn different techniques.

(f) Art Lovers- Depy Adams

-Karen Bowden is having a cell phone Photography class Sept. 5th. A promotional piece for it will be done by Susan Hitchcock. It is open to members, art lovers’ and the public. Trish Jones will put it on Instagram.

g) Hospitality – Brenda Price (absent)

h) Membership – Vickie Maley (absent) –

Rebecca noted via Vickie Germond that IAA is running a call to artists now until Sept 30. Vickie Germond noted that we will be sending out the Notices for Member and Art Lovers dues in Sept. for 2023/2024 payments. We will know more about how many people are choosing not to be members at Pagg at that time and should consider a new Call for Artists.

(i) Nominating –

-2023/2024 board replacements status.

Initial treasury meeting with volunteers are underway to set up new team, but have much more preparation is needed to be complete by physical year end.

Vickie Germond has been training Ginger to fill the new spot as President. We still need a new 2nd VP., Secretary and Membership slots filled. Committee positions also still need to be filled.

(j) Omni Liaison – Barbara Hopkins – Art display in Omni update. Joshua Summers is the Omni contact. Marcia Defalco is the current artist on display in the Omni lobby and VIP check in desk. Barbara Hopkins is next month’s artist. Barbara passed around 2 papers showing the write-up Joshua has for the Omni employees to read about Marcia Defalco’s pieces in the Omni lobby.

(k) Technology – Trish Jones-

-Tie in of Clover with Wix not viable due to costs of coding for API code.

-please call Trish to mark items sold on website. This has been skipped a lot, lately.

- let Trish know when you are replacing a painting (price, name, id#) so clover has the item listed in the cash register when someone wants to purchase.

-Social Media is the most effective way to get visitors into the gallery. Please repost, tag, and share Instagram and Facebook posts regarding the gallery. Trish has offered to make a quick presentation on social media tagging, etc. at the end of the October 5th Member meeting.

(l) Publicity Susan Hitchcock –

Dickie Anderson has worked an agreement with the News Leader to do a monthly spotlight on PAGG artists and art events in the community. It will be in color.

-Per Rebecca, IAA wants to share promotional material and communications for our events and workshops. This comes from the marketing chair so we can use their newsletter and such and advise our members of their events freely and officially.

-Flyer for “Changes of Seasons” show complete. Will be sent out to members for social media soon, plus sent to paper, Island Magazine and Plantation owners website. Trish Jones will place on Instagram.

V. Old Business

VI. New Business

VII. Adjournment