

PLANTATION ARTISTS' GUILD & GALLERY BOARD MINUTES

Tuesday, May 5, 2020

Members and Standing Committee Chairs Present: Sherry Ferber, Cindy Jenkins, Vickie Maley, Ed Mosher, Gary Rubin, Ann Stanhope

Call to Order: President Sherry Ferber called the meeting to order at 3:00 pm.

Officer Reports

President: Sherry Ferber: Sherry welcomed everyone.

Secretary: Vickie Maley: Gary moved to approve the minutes from the March 3, 2020 and April 7, 2020 board meeting. Ed seconded the motion and the minutes were approved by all present.

1st Vice President: Barbara Hopkins: No report

Reminder: Rehang dates and Shows: Subject to change pending COVID 19 events.

Theme	Hanging Date (8:00 - 11 am)	Reception Date (5:30 – 7:30 pm)	Charity
From Sea to Shining Sea	January 15	January 17	COA Adult Daycare
Colors of Amelia	April 15	April 17	Cancelled due to COVID 19
Good Ole Summertime	July 15	July 17	
Let the Light Shine	October 14	October 16	

2nd Vice President: Ed Mosher: Ed reported that the gallery is stocked with hand sanitizers and cleaning supplies needed for opening.

Treasurer: Cindy Jenkins reported two paintings were sold on the Internet in April while the gallery was closed. Total sales for April

PRICE	Omni %	Artist %	PAGG %	TAX	TOTAL
\$ 450.00	\$ 144.00	\$ 292.50	\$ 13.50	\$ -	\$ 450.00
\$ 1,500.00	\$ 480.00	\$ 975.00	\$ 45.00	\$ 105.00	\$ 1,605.00
\$ 1,950.00	\$ 624.00	\$ 1,267.50	\$ 58.50	\$ 105.00	\$ 2,055.00

Thank you to Noelle for promoting Internet art sales.

Guild Director: Ginger Bender: No report

Remaining corner member artists for the year 2020 are listed pending COVID 19 results.

1. June- Noelle Almond
2. August – (Karen Bowden: Boston’s Homeless Photography Project)
3. September-Deni Karpowich

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4. November-Trish Jones
5. December-Depy Adams

Art Lovers: Noelle Armond: No report

Hospitality: Brenda Price: No report.

Publicity: Susan Hitchcock: All things are on hold except The South Island Living Magazine. Diane Chaldares will appear in the May issue. Trish Jones will be in the July issue. Deni Karpowich will be in the August issue.

Trish Jones has stated that our existing web address artamelia will be connected to the new paggart address so we will not have to reprint rack cards and business cards for now. At some point artamelia will not be renewed, then we will need to reprint cards with the new website.

The new site will be live sometime this month. A revised address has been sent to the Amelia Islander Magazine with the new website address.

We will resume the monthly ad in the News Leader when we have an opening date for the gallery.

Omni Liaison: Al Watson: No report

Historian: Ann Stanhope: No report, but requested that Cindy act as historian for the summer months

Old Business: None

New Business:

Sherry requested input to the re-opening of the gallery. The board agreed to consider re-opening on May 22, the start of the Memorial Day weekend. Several issues were discussed, and it was decided to poll the artists for their input. Sherry will email artists requesting their input to specific questions about their availability to work and the opening date being considered. She stated that the gallery has hand sanitizers and cleaning supplies available. The board suggests that workers bring their own masks and gloves. The board also discussed and is suggesting that the gallery limit the number of customers in the gallery to 6 at a time. Ed Mosher volunteered to make the gallery sign.

Gary moved for the board to accept the proposal he will present to the Oaks Club as follows. It was seconded by Sherry and approved by the board.

Plantation Artists' Guild & Gallery and AIPCA hereby agree to have the gallery display non-controversial original art in the community room of the Oaks on a rotating basis every three months. The pieces are to be transported and hung by a designated gallery

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member on the hanging system provide by the Oaks. The gallery will exhibit six pieces with each artwork tagged with the title, artist's name and information explaining that purchase can be made at the gallery. No prices will be posted.

Gallery artists recognize that they must self-insure. AIPCA is not liable for any damage. If a private function is to be held in the Oaks and the sponsor does not want the artwork in the room, PAG&G requests that a responsible Oaks representative remove and safely store the artwork during the event. With sufficient notice, a gallery representative could be available to handle the situation.

This agreement will be on an annual basis with the right by either party to cancel with thirty days' notice.

Cindy Jenkins presented to the board the proposed website being developed. Trish Jones and Karen Bowden have built the website which will be live soon. There are still issues to be worked out involving shipping, etc. Cindy Jenkins reminded that she has sent an email request to all artists to send her an updated bio and picture to use for the website.

The board discussed an interesting proposal by Emily Gordon to help with sales at this time. She asked that the board consider a drive-by sale. After some discussion, the board decided not to pursue this request due to a short span of time to plan and advertise the event, the inconvenience of moving art pieces (some of them large) and setting them up with social distancing to be met, uncertainty of weather, tight driving area outside the gallery and mainly the anticipated opening of the gallery within the month.

The meeting was adjourned at 4:20 pm by President Sherry Ferber.

Respectfully submitted,

Vickie Maley

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PAGG Website Proposal

Prepared for: PAGG Board

Prepared by: Trish Jones, Karen Bowden

April 5, 2020

EXECUTIVE SUMMARY

Objective

The key objectives in creating a new website is to promote the Plantation Artist Guild and Gallery (PAGG) to increase visibility, revenue and enable online sales.

Goals

There are several goals associated with this proposal:

1. Develop a new website using a platform that is flexible, easy to maintain and within budget
2. Establish clear ownership for maintaining the website and its content by assigning a webmaster team
3. Sell and promote PAGG art online
4. Connect PAGG's website to social media followers (FaceBook and Instagram) through member connections
5. Promote PAGG events
6. Promote PAGG artists

Current Website

The current website being used is on the FatCow platform. It was selected a number of years ago and has been managed by Gary Rubin. It was determined that the subscription plan PAGG is currently enrolled in does not have a platform to sell art online. A FatCow upgrade for online sales is available but comes with increased costs. When considering this upgrade, we determined it was fair to assess other platforms and compare total costs, ease of use and platform performance (templates, ease of use and interfaces). The content management of the website can be performed on any platform but online sales, particularly in light of an extended period of PAGG closure is highly desired.

Assessment Process

Trish Jones with some input from Cindy Jenkins and Susan Hitchcock assessed FatCow, Square Space, Wix, Weebly and Shopify. In a few cases, Trish set up temporary websites to assess ease of use. Shopify was ruled out because of cost; Weebly was ruled out because it was not as flexible as other platforms reviewed and FatCow was ruled out as not being flexible as well as cost when an online sales option was selected. Square Space did not have the variety of templates or interface ease of use when compared to Wix, the program Trish uses for her own website.

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Recommendations to Meet Goals:

Website Platform Recommendation: Wix

The recommended platform is Wix. Trish determined Wix provides the most flexibility, is easy to maintain and will meet the current and future needs of PAGG.

A Wix account will be created with PAGG as owner. Designated member users will be assigned by permission granted by Webmaster team.

Website Team and Key Duties:

- Technical WebMaster, Trish Jones. Duties: Create website on Wix gathering input regarding design and content from members in remote working session. Maintain website and correct technical issues as needed.
- Content Master, Karen Bowden. Duties: Maintain photo inventory of art, weekly update of items sold or added to collection. Create revised procedures for inventory management (include artwork measurement to artist master inventory sheet, request artists to take picture of art hanging in home setting if possible, etc)
- Assistant Content Master, New. Duties: Assist with Content Master duties described above
- Social Media Liaison - New - Duties: Increase PAGG followers in social media. Post steady stream of available art on PAGG FaceBook and Instagram accounts (without prices) leading followers to PAGG Website. Trish has been posting pictures Karen has taken on Facebook - our followers have increased from 149 to 606 in the couple of weeks Trish has been posting and encouraging members to invite friends to follow
- All members. Review and update bios for website content
- Other PAGG Committee Chairs - feed content re: events, etc. to Content Master

Sell PAGG Art Online:

See mocked up PAGG website created by Trish on Wix. [Link here:](#)

<https://theoldpostroad.wixsite.com/mysite> Please review Rebecca McDannold as her work shows the most link examples for purpose of this proposal.

New PAGG website will display current work available for purchase, name of art, artist name, H x W size, medium and price. Client users will be able to sort by artist, price, size.

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The Wix site will be an online gallery of what is available in the PAGG in real time. The website should ONLY include art currently in the gallery. With each show, we will upload new photos of what is available. Items will be marked "sold" once it sells online or in the gallery. Items in each artist's personal home collection (or online gallery they have individually), will not be processed thru our Wix site. If it's on the Wix site, that means it is offered in person at the gallery. This will take some work each time a new show is hung, but we will strive to include every piece of art at the gallery on the website. Individuals will not sell their own art on this website, this will just be art for sale through the gallery.

The Wix website allows direct payment through the site. Wix uses "Stripe" to process credit cards, debit cards, and PayPal payments initiated by the client so we do not handle the credit card. This is also helpful if someone wants to buy thru the Facebook or Instagram posts. We will just direct them to the listing on the website if they contact us thru Facebook or Instagram.

If a client wishes to see the actual work before buying they can arrange to come to the gallery during open hours or by appointment with the artist. During coronavirus self-distancing - clients who wish to see artwork in person before finalizing purchase, can make an appointment to see the artwork at the gallery in a safe and distanced manner.

Clients who purchase artwork online can arrange to pick up their work at the gallery during open hours or by appointment with the artist.

Shipping: Each artist will continue to be responsible for boxing up their own work and shipping it. Karen will contact UPS to see if we can calculate shipping estimates to include shipping at time of sale. If not, we will need to follow current procedures.

Connect PAGG Website to Social Media:

As noted above in duties, we recommend a Social Media Liaison position exist on the Website Team. This person will encourage all members to request personal FB friends to like and follow PAGG FB page; will post a steady stream of "teaser" photos and short promotion of artist on PAGG FB page that drives followers to PAGG website. This process began two weeks ago using Facebook and has been wildly successful in promoting PAGG. We are excited to get the Website established so followers can see prices and make arrangements to see the art at the gallery, by appointment or purchase online. Instagram procedures are being developed.

Promote PAGG Events

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PAGG Committee Chairs exist and will send promotions of all events to the Content Master for inclusion on the PAGG Website in addition to other promotional activities

Promote PAGG Artists

See mockup website created by Trish Jones (link above). The artist section includes a photo (can be taken by Karen Bowden if needed) and short bio about each artist. It will also include a link to any live website the artist has.

Costs

Current Costs for PAGG Website are \$243.36 per year (see details below)

Annual Subscription Cost:

- Hosting plan for 2 years \$334.80. (167.40/yr)
- Domain name for 2 years \$35.98 or \$17.99/yr. We can continue to use the domain name artAmelia.
- Site Lock, SubmitNet and Domain privacy for 1 year \$57.97

Renewal Date. Just renewed at the end of 2019 . Renewal date for platform and domain is Jan 14, 2022.

Can be cancelled at any time but no payment will be refunded.

Costs for Wix PAGG Website are \$288 per year

Wix Subscription fee is \$276 year . Google domain name cost is \$12/yr. Total annual cost is \$288/yr. Several members have offered to personally split the cost to cover first year fee, thereby offsetting duplication of expense in 2020. This offer can be extended to cover duplication of costs in 2021 if necessary.

Recommendation:

Forego use of FatCow as PAGG platform with associated lost fees.

Move to new platform that enables online sales, particularly now when the gallery has been closed for a few weeks with no opening date in site. It is believed that by appointment and online sales will contribute to revenue for PAGG.

Next Steps:

1. Barbara to present Website proposal to the board for approval at the April meeting
2. Once approved:

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- Trish will create PAGG account on Wix
- Trish and Karen will solicit input on website design and content from other members
- Trish will begin building website and links
- Karen will continue to build photo inventory of available work - currently 75 photos have been captured
- Trish and Karen will recruit volunteers for other positions to meet all objectives

Thank you very much for your consideration of this proposal.

Trish Jones

Karen Bowden