

PLANTATION ARTISTS' GUILD & GALLERY BOARD MINUTES

Tuesday, June 1, 2021

Members and Standing Committee Chairs Present: Karen Bowden, Sherry Ferber, Cindy Jenkins, Trish Jones, Vickie Maley, Rebecca McDannold, Ed Mosher, Gary Rubin

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

Officer Reports

Secretary: Vickie Maley: Gary Rubin moved to approve the minutes from the May 4, 2021 board meeting. Karen Bowden seconded the motion, and the minutes were approved.

1st Vice President: Karen Bowden:

- Second Saturday Artrageous Art Walk: The Mother's Day Porch Sale was successful and was carried through Sunday. A corner show reception was held for Stan Cottle. It was promoted on Facebook, and Stan invited a number of guests, resulting in a larger turnout.
- Newcomers Event: Ed Mosher taught a painting class for 14 people that Karen organized through the Newcomers' Club. It generated \$360 for the gallery.
- Karen is meeting with Rebecca, Jeanne and Cindy to plan for Art Lovers and organizing events through PAGG.
- Karen and Trish Jones did a physical reconciliation from PAGG Website Inventory and found numerous issues they corrected. Recurring problems include that Karen or Trish are not informed when a sale occurs or a replacement is made. Individuals have been contacted by Karen when this occurred.
- There have been some issues with keys and the outside lockbox not being locked. Ed agreed to order more keys. He will notify the artists about the purchase price for a personal key to the front door. Anyone who wants one can order a key and should contact Ed.
- PAGG Artists will be featured at Amelia Community Theatre June 8th - June 27th. The theme is boats for the play "Men on Boats." She thanked members for a good response.
- *2020: A Look Back*
 - The opening of *2020: A Look Back* at the Marriott on May 25 and 26th was very well attended especially as it was featured at the VIP Opening Reception.
 - *2020: A Look Back* will be hung at Story & Song Bistro June 1-30th
 - The show will be displayed in Mt. Dora for 3 weeks in July and then is booked in various places until February 2022.
 - 150 magazines have been sold and a new order of 50 has just been received.
 - Over \$3,500 in donations has been raised for *Arts Alive!*

2nd Vice President: Ed Mosher reported all supplies are well stocked. However, he reminded artists that gallery supplies are to be used for gallery work, not personal use.

Ed requested that the board consider lifting the requirement that gallery wrap must be 1.5 inches or more to be hung in the gallery. Gallery wrap refers to "an image that appears on the **sides of the frame as well as the front**. The image on the sides is either a continuation or a reflection of the main image, or an otherwise fabricated element such as a solid color or colors derived from the adjacent image." He stated that photographers are using thin metal or glass with no thick edges. Some concern was expressed about the stability of the thinner frames which tend to warp. It was decided that the board members should research this topic and bring findings to the next meeting.

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Ed and Karen reminded artists that art at the outside venues should adhere to the same rules as in the PAGG.

- Artwork may not be removed from a show until that show is over unless it sells.
- If art sells, it should be replaced in that venue with a new piece.
- Artists should not remove art during a show to place in another show or space.
- Once art is placed on the PAGG website the Gallery percentage belongs to PAGG no matter from where it may sell.
- Artists must notify the sales managers of all art in any PAGG venue. Complete the information on the Google sheet as required as soon as the art is hung. Send photos of the work to the assigned sales manager.

The following dates have been selected to change art at two locations.

- Amelia Island Executive Suites June 22: 9am – Noon Up to 61 spaces available
- Osprey Suites June 16: 2pm – 4pm Up to 12 spaces available

Ed thanked everyone for participation. Art has been sold from these locations by several members of the Gallery.

Treasurer: Cindy Jenkins: Cindy reported April sales at \$12,649, a very good sales month. Checks will be issued in the next few days.

Standing Committee Reports

Guild Director: Ginger Bender: No Report. Reminder from last meeting:

Corner member artists for the year 2021 to date:

- June – Charlie Leniston
- July – Jeanne Tennyson
- August – Safari theme for a member show
- September – Travel theme for a member show

The remaining shows for 2021 are

- Show #50: July 12, 2021: Southern Skies: July 12 take down and rehang 8-11 am
 - There will be a reception for this show on Friday, July 16 from 5:30-7:30 pm. Members should invite friends to attend.
- Show #51: October 11, 2021: Heart of Amelia: October 11 take down and rehang 8-11 am.

Depy Adams: No report

Historian: Deb Ahern will replace Ann Stanhope as historian.

Hospitality: Brenda Price: No report

Membership: Rebecca McDannold: Rebecca reported that PAGG has 34 exhibiting members; a few of whom are inactive currently. We have one new applicant, a photographer, for the Call to Artists when that is activated. Jeanne sent emails for feedback on specific suggestions for art lovers.

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Nominating Committee: Susan Hitchcock: No report

Omni Liaison: Gary Rubin: Gary reported that the Omni has suspended meetings about the buildings for the renovated golf course behind the PAGG building. Residents have expressed concern about placement of the buildings.

The May Oaks show was taken down. Artists need to pick up their artwork which is now stacked in the gallery.

Publicity: Susan Hitchcock: No report

Technology Committee: Trish Jones:

Website: All items from Show 49 were uploaded to the website and continue to be updated as replacement pieces are added.

Inventory: The inventory is updated daily when items sell in the Gallery. Please remember to contact Karen or Trish with all sales on the day that you work the counter.

Corner Show: The Corner Show is updated on the website on the 1st of the month (once all Corner Show pieces and the information for the pieces are provided).

Old Business: Finance: Cindy reviewed the WIX point of sale system she has been researching extensively over the past few months. As planned at the May meeting, she presided over an interactive computer presentation between the WIX sales rep and the board.

The system would require a \$716 one time only fee for the hardware/software. The hardware includes a tablet, card reader, cash drawer and receipt printer. The monthly fees for transactions at 2.6% are less than current credit card payments which are 3.6%.

It would enable the gallery to

- Coordinate the inventory, sales, customer data, various reports, tax information, etc.
- Simplify the desk worker's job
- Increase efficiency
- Decrease errors at the front desk
- Save money with cheaper credit card costs
- Save money by eliminating paper transactions (i.e. receipts) and associated paperwork
- Streamline financial reporting significantly
- Help in transitioning from one person to another as our volunteer/board positions change.
- Create a customer database
- Offer multiple free communications to customers which would help with advertising receptions and special events.

The board was concerned about how to start up the system and train all workers before implementing the system. Some options were discussed with a focus on including multiple techniques such as providing small group training prior to a workday and creating a PowerPoint of what to do as review and reference. The company offers a 30-day trial period.

Karen moved and Trish seconded to try the system on the 30-day trial period with the intent to implement the system. The motion passed with one no vote.

New Business

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Gallery: Karen is planning an organized clean-up day. Information will be forthcoming. It will involve cleaning out the closets and back room as well as cleaning up the gallery.

It has been suggested that a daily checklist be created for desk workers to check off tasks as completed on their workday. The hope is that all tasks will be completed each day.

She requested that the gallery hold a porch sale on each 2nd Saturday Artrageous Artwalk which would be held from 11-7 pm. on those days.

The meeting was adjourned by President Sherry Ferber at 5:00 pm.

Respectfully submitted,
Vickie Maley