

PLANTATION ARTISTS' GUILD & GALLERY BOARD MINUTES
Tuesday, February 2, 2021 via ZOOM

Members and Standing Committee Chairs Present: Ginger Bender, Karen Bowden, Sherry Ferber, Cindy Jenkins, Vickie Maley, Rebecca McDannold, Ed Mosher, Brenda Price, Gary Rubin.

Call to Order: President Sherry Ferber called the ZOOM meeting to order at 3:10 pm and presented the agenda.

Officer Reports:

President: Sherry Ferber: Sherry welcomed everyone.

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

1st Vice President: Karen Bowden

2020 A Look Back Project: Karen reported that the project is moving forward as planned. There were 275 entries. Committees are working to select final pieces and to obtain releases needed for publication from people pictured. They have received \$500 from Rayonier for the project. They have raised \$10,000 which will meet all the expenses with some funds left over. Karen approached Michelle Valle from the Omni as a sponsor by donating space for the project from one of the two buildings next door for the last two weeks of April for our use to showcase the project. Michelle's response was favorable, but she requires permission, so she will get back to us. Karen plans to place the 10 best photos as a corner gallery show in April. During a reception, people can then enter the gallery, view the corner show and exit to the next building to see the remainder of the exhibit.

There are other outside venues planned to include one at the Marriot Grand Ballroom and a photo walk downtown. *Fernandina Main Street* will sponsor the photo walk. They plan to showcase one or two photos per participating business. They also will publish a brochure as a guide to finding the photos with descriptions. Story and Song will host the exhibit in October and Florida Public Utilities has expressed an interest in displaying the exhibit in the new space in Wildlight. Dickie Anderson is working on publicity with Main Street, the Islander Magazine, South Island Living Magazine and Jacksonville television stations/news outlets.

Marriott Relationship: Karen asked if there is a conflict with Marriott's support and the Omni in future interests. It was felt there would not be as long as the Omni was paid their share of proceeds as contracted. Rebecca shared that in the past, the Omni has stated off premise events do not require a commission – this needs to be further explored.

Artrageous Artwalk: Karen reminded everyone that she did sign up the gallery as a participant in the Artrageous Artwalk. She will work the second Saturday of each month. She asked the board to think of activities we could offer as part of the Artwalk to draw visitors to our south end gallery. One suggestion included scheduling the opening receptions on those nights rather than schedule two large events in one month. Another suggestion was an opportunity for patrons to meet the artist at the monthly corner shows, offer artist demonstrations, etc.

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Electronic access to website within the gallery. Karen is interested in having a permanent access to our website so workers can check their schedule, contact other members but most importantly, identify where work is located within our various locations. It also allows workers to showcase work of artists customers may be interested in. Karen had suggested purchasing an Ipad for the front desk so that workers could access the inventory there from our website. This could also be used as a point-of-sale device. Cindy has been looking into changing our POS device as a result of conversation with Karen. Cindy reported that we pay \$20/month or \$240/year for our current credit card machine, plus fees per transaction of 2.5% She is researching other options such as Square. To use Square would cost a one-time fee of \$646 plus \$329 for the accompanying iPad. The integrated system would also include a stand, dock and printer. Inventory would be kept on Square allowing workers real time update of pieces in all venues. There are no other fees for Square other than a similar fee for transactions. She stated it would be a more efficient system for the treasurer for maintaining records and obtaining reports. Cindy will do further investigation and will present options next month.

Discussion ensued when concern was raised by Gary Rubin that workers may not understand how to use an iPad to access the website. Gary maintains a paper backup copy should be maintained. Karen countered that a paper system requires two systems, and we need to move all members towards learning to use an iPad if they are not comfortable. It was also felt that this would be a small number of members, and we shouldn't create a second paper-based system for a few members. The Member's Guide states that the online site will contain the inventory and a paper inventory system would no longer be maintained.

Projects for those who cannot work: Karen will create an email for contacting members not working in the gallery to volunteer to do other work needing completion in the gallery such as cleaning, reducing clutter/organizing in the closet and back office, perhaps some record keeping. One specific task is recording who has worked and the number of times over the last year. Another task is taking sales receipt copies and creating a customer list.

Discussion ensued about methods to obtain a customer's email address to add to our mailing list and to stay in touch with our best customers.

Probation extension for one member: Karen presented a case for one member whose probation had not yet been fulfilled. It was decided to offer an extension to complete a March corner show and then determine what to do if the requirements were not met at that time. Sherry will contact that member.

Current Gallery Show Video: Ned and Karen began work on creating the video, we had some members not submit their work on a timely manner, but the video is not complete. Karen will ask Stan Cottle to help.

2nd Vice President: Ed Mosher reported all supplies are well stocked. **Rehang at Osprey Village is Feb. 9, 2021 at 2:00 pm.** Amelia Office Suites rehang was completed January 19, 2021.

Treasurer: Cindy Jenkins reported that the gallery sales for January 2021 were \$ 4,241 after taxes. This is slightly better than January 2020 at \$4,050. The gallery has about \$16,000 in the bank.

Cindy will send members a spreadsheet of all sales for tax reporting purposes.

Standing Committee Reports

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Guild Director: Ginger Bender: No new gallery activity due to COVID.

Due to timing, Susan Hitchcock was not able to put the change in presenter as Gary Rubin for the corner show in *The Islander Magazine*.

Remaining corner member artists for the year 2021

- January - Ed Mosher
- February – Gary Rubin
- March – Lisa Kovacs
- April – Karen Bowden

If any member is interested in taking a corner show this year, please contact Ginger. Gary did suggest that she consider a themed members' show for one month.

Reminder: The remaining shows for 2021 are

- Show #49: April 2021: Visions from the Past
- Show #50: June 2021: Southern Skies
- Show #51: October 2021: Heart of Amelia

Historian: Ann Stanhope: Ann continues to record the corner show throughout COVID.

Hospitality: Brenda Price: No social activities are being conducted due to COVID.

Membership/Art Lovers: Rebecca McDannold: No new information to report.

Nominating Committee: Susan Hitchcock: No report

Omni Liaison: Gary Rubin: The Oaks rehang was completed successfully. He reported that the buildings scheduled to be built behind the gallery were not approved. He has contacted the new general manager, but no one has responded. The new course is due to open in 2022.

He reminded that now that members are getting vaccinated, there is a need to return to schedule to work in the Gallery.

Publicity: Susan Hitchcock:

All PR is proceeding for scheduled events. This month's *South Island Living* features Jill Steenhuis and her plain air painting workshop. The March issue will feature Deb Ahern and the April article will feature Stan Cottle. Susan hopes to write an article of the 2020 project as well.

Technology Committee: Reminder: All inventory is kept on a spreadsheet online and there is no need to write it and put it in the binder anymore. All updates to inventory must be given via email or Google Sheets to Trish, Karen or Cindy to be placed in the online inventory. This includes items at Executive Suites and all other offsite locations.

Old Business: None

New Business: None

The meeting was adjourned by President Sherry Ferber at 4:29 pm.

Respectfully submitted,

Vickie Maley