

**PLANTATION ARTISTS' GUILD & GALLERY BOARD MINUTES**

**Tuesday, April 7, 2020**

**Members and Standing Committee Chairs Present via email:** Noelle Almond, Ginger Bender, Sherry Ferber, Susan Hitchcock, Barbara Hopkins, Cindy Jenkins, Vickie Maley, Rebecca McDannold, Ed Mosher, Brenda Price, Gary Rubin, Ann Stanhope, Al Watson

**Call to Order:** President Sherry Ferber called the meeting and communicated by email.

**Officer Reports**

**President:** Sherry Ferber: Sherry announced an online meeting via email. The gallery closed March 15, 2020 at 3 PM for COVID 19. A reopening date will be determined pending orders and/or guidelines from the city, county and state governments.

**Secretary:** Vickie Maley: Minutes from the March 3, 2020 board meeting were dispensed via an email in March 2020. No responses were received. The minutes will be approved at the next meeting.

**1<sup>st</sup> Vice President:** Barbara Hopkins:

The April 17, 2020 opening reception for show #46, Colors of Amelia was POSTPONED.

Kudos to Deb Ahern (FB), Victoria Germond (IG), Karen Bowden, and Trish Jones for the work they have done to increase PAGG visibility on these social media sites. FB followers have increased from 149 to 606 in the short time PAGG artwork has been posted.

Karen Bowden and Trish Jones have researched the feasibility of creating a PAGG On-line gallery sales site to replace our current website which does not accommodate online sales.

PLEASE READ THE ATTACHED WEBSITE PROPOSAL.

**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	<del>April 15</del>	<del>April 17</del> Cancelled due to COVID 19	
Good Ole Summertime	July 15	July 17	
Let the Light Shine	October 14	October 16	

**2<sup>nd</sup> Vice President:** Ed Mosher: No Report

**Treasurer:** Cindy posted via email the commission sales for March 2020. There were \$4,196.35 in total sales, not including tax. The Omni’s total was \$1,342.83. Artist commissions were \$2,727.63. The gallery total was \$125. 74. For being open only two weeks in March, the sales were robust.

**Guild Director:** Ginger Bender: No report

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

1. May- Cynthia Jenkins
2. June- Noelle Almond
3. August – (Karen Bowden Boston's Homeless Photography Project)
4. September-Deni Karpowich
5. November-Trish Jones
6. December-Depy Adams

**Art Lovers:** Noelle Armond: No report

**Hospitality:** Brenda Price: No report. All events are cancelled for the foreseeable future due to COVID 19 restrictions.

**Publicity:** Susan Hitchcock: All projects in the 2020 proposal are complete.

- Rack cards are on the gallery counter. They have not been delivered to the Chamber. It is closed.
- Business cards are printed.
- The new gallery banner is hanging in the window.
- There will be no monthly ad in News Leader nor press releases 'til the gallery is open.
- A completed flyer is ready for the next show whenever a date is set.
- The South Island Living Magazine is still in operation. Diane Chaldares will be the May issue. Trish Jones will be in the June issue
- Trish Jones and Karen Bowden have been doing an amazing job on Facebook. Every members' work will appear at some time.

**Omni Liaison:** Al Watson: No report

**Historian:** Ann Stanhope: No report

**Old Business:** None

**New Business:** The board reviewed via email the attached proposal written by Karen Bowden and Trish Jones for creating a new website that would allow the gallery to post pictures and information about art pieces hanging in the gallery to sell online. This avenue for selling art is especially pertinent at this time. All members reviewed the document and posted questions, answers and comments. All members voted via email to accept this proposal.

Respectfully submitted,

Vickie Maley

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# PLANTATION ARTIST GUILD AND GALLERY

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

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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.

### 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.

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### **Promote PAGG Events**

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

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2. Once approved:

- 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