

Notes from the General Meeting 9/13/21

Barb began the meeting with some shout-outs!

To new members Charlynn and Doug, welcome!

To Sam, for her previous service on the Steering Committee, now that she has decided solely to concentrate on the Website, Youtube and Facebook. The HQ website is amazing, it is now the go-to place for members to get their information. Password to the members only section is 333dgallery.

To Ebbie, for stepping up as Events Chair, for planning the Peddlers Fair booths, so that everything went so smoothly, even tho she wasn't there the day of the fair.

To Annette, because she WAS there the day of the Peddler's Fair, from 6 a.m. to 6 p.m., being the point person to keep things going in the right direction all day. And also to Annette for stepping up as Hospitality Chair.

To Tibby for being the point person for HQ's participation in the mannequin auction.

And to everyone, we all do so much behind the scenes to make the gallery successful.

DOCENT SLOTS: Barrie is adding docent slots on the wejoinin calendar so that we have extra coverage during special Benicia events like the Wine Walk, Art Walk, upcoming Holiday Market, and so on. Sara is monitoring the schedule for adequate coverage and Sam has created a spreadsheet. When you are docenting, it is okay to hang additional work out on the fence, in fact it attracts people into the gallery. There is also an extra black bin in the hallway that you can use to display extra work, either inside or outside the gallery.

VOLUNTEER POSITIONS: Craig has volunteered to monitor the card rack, the Petite Pieces gifts rack and the unframed art bins. He also is going to be the point person facilities and supplies. Way to go, Craig!

FINANCES: Mary Frances just put the last sales items from August into the computer and will be writing checks to the members very soon, which you will find in your file at the gallery. August was our biggest sale month since the gallery was open, over \$4900.00 in sales! Our highest seller was Bruce. Congrats!! Many people had a good month.

Annette helped with processing cash sales from the Peddlers Fair. The sales tax will have to be subtracted from money received for those sales, it was the only way to make those fast and furious sales easy to do. If you have questions about that, let Mary Frances know.

Square is not functioning 100%. Ok Kyong's husband Kevin has fixed it several times with a paper clip! We are getting a new, non-Square brand unit. It will cost less to use, has great customer support and will be introduced soon with full instructions on the desk in the gallery.

HQGALLERY.NET: Sam has made the members section such a great resource! The Wejoinin schedule, full members contact list, Featured Artist of the month listing, and so much more! Check it out and use it, it's there to make it easier for us to find out information about the gallery.

EVENTS: There are three more Wine Walks this year! Check the Wejoinin schedule for extra docent shifts those days. We will be serving cans of sparkling water instead of wine.

There is a whole committee gathering together to create Matilda, the Artist Scarecrow, for Benicia Mainstreet's October event. Watch for her appearance outside the gallery on October 1st!

There will be some narrow Christmas trees inside the gallery during the holiday season to display ornaments that you create to sell, so start working on those now! Use whatever medium you usually use and create some special memories for our visitors to buy. Date for ornament tree set up to be announced.

Other Holiday events include an open house the night of the Mainstreet Tree Lighting on Dec. 3rd, and a booth at the Holiday Market on Dec. 11th.

COMMUNICATION: The committee is doing so much to bring attention to our artwork. Bruce is our rep. to the Art Walk group of 8 galleries that meet with city rep Teri Davena to conduct the passports each art walk, make sure banners are hung and get info about winners. Jean enters the names of participants into our Mailchimp email blast.

Craig creates our posters for the new shows and featured artists every month and creates postcards and labels for our bags.

Mary Frances keeps our committee on track with our budget.

Jean collects email addresses from many sources and adds them to our mailing list, then sends out Barb's newsletter every other month and additional emails in between.

She also writes articles about the Benicia art scene for the Benicia Magazine.

Tibby writes articles for the Herald and the Mainstreet Wednesday email blast and is chair of the committee.

Ebbie is our Instagram expert, and has created sales opportunities for our artists!

Samantha is our webmaster, YouTube editor and Facebook contributor.

Ok Kyong posts our docent schedule on FB each week with art from each docent.

Fiona writes and sends out press releases to many media outlets and organizations, and creates videos for our featured artists and also from special events.

RECRUITMENT: Susan's phone number is listed on the website. The steering committee will consider getting a phone number for the gallery to pick up messages.

Mary Frances gets the emails that come through the website.