

HQ STEERING COMMITTEE 8/2/21

STEERING COMMITTEE MEMBER ROLES: Barb updated the steering committee member roles. She asked Ebbie to be an advisor and help with business decisions, and help maintain accountability. Sam is in charge of the website and also coordinating with Jean on the mailchimp. Tibby is representing the communications team.

GUEST ARTIST PROPOSAL: Barb brought in a proposal for discussion regarding guest artists. When we have space we may consider having a guest artist show their work in the gallery. They would be juried in and would have to pay a fee. Mary Frances suggested that if they then became a permanent member, then we could waive the application fee. This guest artist program would be like a short term rental agreement and would only be needed if we did not have a full number of members.

Regarding the current exhibit of guest artists. We accepted the idea, but we were not clear on doing publicity or the length of their showing. The members of the steering committee will have time to read the proposal for guest artists and there will be further discussion. Barb checked with other galleries to see what they do in terms of guest artists. Some galleries take a part of art sales, which we do not.

PEDDLER'S FAIR: Ebbie thanked everyone for their input and participation in the planning of this event. Since Ebbie will be away on the day of the event, Annette has agreed to be the point person and will be there for set up at 6 a.m.. She will also be there at various times throughout the day and for takedown. She will be taking the Square into the gallery periodically for the required download.

The schedule for docenting indoors and in the booths has already been posted. Mary Frances will put all the Square transactions into the green ledger after the fair. Cash transactions will not be put into the square and taxes will be added. Being approximate with tax amounts and rounding down will be acceptable for cash transactions especially if sales are really fast-paced. There will be a total of three receipt books and information about the artist whose work is being sold will be critical to reconciling the sales.

Information about the grids and bins has already been published. There will be approx. 20-24 inches of space for each artist x 36" high, more than the original 18x36 that was expected. Susan and Samantha will be installing the artwork and will make decisions about placements. There may be extra pieces stored in the gallery to fill spaces as pieces are sold. Each artist will be able to have 6 unframed pieces in the bins.

Barb, Mary Frances and Annette will be floating support. The gallery will close at 2 pm on Friday 8/13 to allow for artists to bring in the grids, bins and artwork to be stored in the gallery overnight. There will also be an extra cash box as lots of cash sales will be expected. Barb thanked Ebbie for all her work doing the organizing.

HOLIDAY DECORATIONS: Barb and Ebbie have started discussing this. They are proposing some decorative branches to be staged in the center of the gallery to hang

small ornaments created by the artists. Samantha pointed out that ornaments on branches tend to rotate and so are not as easily visible. Hanging them on a tree gives them more support to stay facing forward at all times. A tree may take up a lot of space, but there are narrower styles. We need to contact Micaela Marsden to see if she wants the tree that she left in the back room.

COMMUNICATIONS COMMITTEE: The next meeting is Monday ,August 9th at 2:30. Tibby will be chairing the meeting. The committee will be focusing on the Featured Artist of the Month and on new member Doug Slaydon. We will also be discussing the mannequin project, although we will not be doing advertising for them. Information about the project is available at mannequinauction.com. We looked at their website and all the dates, artists, charities and mannequins for each gallery are shown. We will have forms available for people who want to start making bids. Tibby is the point person for this project.

FINANCES: Mary Frances went over the budget. We voted to take \$300. from the miscellaneous budget to put into events. The \$260. that was collected from the artists that are participating in the Peddler's Fair has not yet been put into the budget. Ebbie, Barb and Mary Frances will be coordinating on the events budget. Susan has been in touch with the landlord and we have a new 3-year lease. By then, we are hoping to become a non-profit so that no individuals will be responsible for the lease, as Mary Frances and Susan are now. Barb has started the process of looking into what we need to do to get our 501C3. At the Plein Air Gallery, all the members sign the lease. Our rent will be the same, \$902 per month, until the end of this year. Then it will go up by 3% each year until the end of the lease.

SCAVENGER HUNT: Sam suggested putting the website information on the pens if we do them again. Muriel, Mark Bremer's wife was the winner of the July scavenger hunt and will pick up her prize, Barb's petite piece, on Thursday, and the docent will take her picture for publicity purposes. The scavenger hunt forms will be good for the two months of each show, but will have a separate drawing and prize for each month. The forms will go into Jean's folder after each drawing so that she can put the emails into mailchimp.

INSTALLATION: Susan will be installing the featured artist of the month and is trying to reach Doug to bring in his pieces. He has already had his orientation. He has not paid yet and we need to confirm that we have a signed contract.

WEBSITE: Sam changed the Featured Artist poster to better fit as our Facebook header and is working with Craig to have him design both the poster and adapt it for the header. Sam has been posting the videos on FB, YT, 95410, Art Hub and other social media sites. Michal and Sam have switched feature artist months, so Sam will be in September. Having artists find somebody to switch with if they can't do their month is an easier way to solve that issue, instead of having everyone move up one month. Craig is in charge of the Feature Artist program. Barb thanked Sam for the great job she is doing in posting things on the website and on social media.

