

Monday, Sept. 18, 2017

3:30 P.M.

ART EDUCATION CENTER, 18 N. 2ND STREET, FERNANDINA BEACH, FL 32034

Board Members Present: Gwen Cowart, Susan Henderson, Walter Cartategui, Barb Wylie, Mary Quinlan, Lis Krawiecki, Vickie Maley, Sharon Haffey, Marla McDaniel

Board Members Excused: Mark Bennett, George Haffey, Betty Rufus, Cori Beychok

Guests: Suzanne Binnie

3:30 p.m. A. Call to Order by President Gwen Cowart

3:35 p.m. B. Discussion and Acceptance of Board Meeting Minutes: Aug. 14, 2017

3:40 p.m. C. Public Comment : None

1. Items on the Agenda
2. Items not on the Agenda

3:50 p.m. D. Discussion and Acceptance of the Consent Agenda Reports: Susan made a motion to accept the consent agenda, it was seconded by Sharon, and the motion passed.

President: Gwen Cowart:

First VP: Shrimp Fest Chair: Mark Bennett

Second VP: Gallery Director: Vickie Maley

3rd VP: Art Education Center: Sharon Haffey

Treasurer/Finance Committee: Susan Henderson:

See attached

Secretary/Membership: Lis Krawiecki

Membership yearbooks are at the printers and will be ready for the Sept. Art Chat

Arrangements: Barb Wiley & Mary Quinlan

Computer Support: George Haffey

House and Properties: Walter Cartatequi

Marketing and Communications: Cori Beychok & Marla McDaniel

Scholarship: Betty Rufus

4:15 p.m. E. Old Business

Committee reports for General Meeting: Gwen compiled a handout based on all the feedback given to her by the committee chairs for the Strategic Plan. Each chair will report at the Art Chat Business meeting. There were accomplishments on almost every plan.

4:45 p.m. F. New Business

- Gwen thanked all who helped prepare the gallery prior to Hurricane Irma, and those who helped clean up afterwards. The groundskeeper was at the property clearing up prior to being asked. There was minor water, which was mopped up with no reportable damage. Gwen requested that House and Properties look into how the Storm Gates work if we need to prepare for a future storm.

Membership

a. Request to add a designation for Exhibiting Members:

Section 3.2.4 Member Emeritus: Members who resign with 15 or more years of membership in good standing. Eligible members may choose to resign or choose the Limited Member Emeritus Membership as described in Section 3.2.5. Members may be named a Member Emeritus also upon their death if they would have qualified otherwise. Member Emeritus artists will receive a certificate and recognition at a board and general meeting. Member Emeritus artists that do not select the Limited Member Emeritus status may pay the usual Supporting member dues and continue as Supporting members if they so choose.

Vickie made a motion to accept Section 3.2.4. Member Emeritus. It was seconded by Lis and the motion passed.

b. Revision of Section 3.2.5 Suggestions will be presented for board consideration

1. Proposed Wording: Section 3.2.4 – Limited Member Emeritus Membership: An exhibiting member who has been an active, long term member for a **minimum of 12-15 years**, and in good standing, may request to be relieved of work shifts and committee responsibilities due to ~~limiting circumstances such as~~ health limitations of self or dependent. ~~or immobility~~. The exhibiting member will make a request of the Gallery Director and be approved by the BOD for a period of not more than two years with the understanding they will never return to full time exhibiting membership. The Limited Member Emeritus will pay the same annual dues and commission and be able to display ~~two works of art~~ at least one piece of art with a maximum of two pieces in the gallery - the size and number of pieces may vary depending on the number of artists seeking Member Emeritus in the Gallery as well as the size of the pieces. The gallery director has full discretion in determining the number and sizes of pieces each artist in the Member Emeritus status may enter. Art must be changed at each rehang and pieces also must be replaced promptly as art is sold.

Vickie made a motion to accept the Revision of Section 3.2.5, it was seconded by Susan and the motion passed.

Two members have tendered their resignations, Roger Moore and Pat Hooks. Roger is requesting to be considered for the Limited Membership as stated in our Operations Manual.

Probationary Membership: It has been suggested that the board consider adding a requirement for all newly accepted exhibiting artists to complete a two-year probationary period. They will complete all requirements for exhibiting members during this time.

If approved, it should be added to Section 3.8.4:

Section 3.8.4 - In addition to having work approved through the jury process, an artist must complete the following before exhibiting work in the gallery:

- a. Work three training sessions at the gallery.
- b. Attend three board meetings and three general meetings of the Association.
- c. Artists accepted as probationary exhibiting members for a two-year probationary period before they are finally accepted. They are required to complete all the requirements for exhibiting work, and actively serving on at least one standing committee and one Shrimp Festival Committee, and attending gallery functions as the full members. Upon successful completion of that probationary period, the artists will be automatically accepted as permanent members. Failure to complete all requirements will terminate exhibiting membership status. The president and gallery director will review with each artist their progress annually for the two-year period.'

Vickie made a motion to accept the Probationary Membership proposal as stated. This motion did not pass.

- **Jurying:** The gallery committee will discuss another jurying for this year. We have only 45 active exhibiting artists and currently 3 of those are on leave due to health. One applicant did not complete the requirements, and 4 have resigned since the last jurying. Artists are again asked to not work double shifts unless it is cleared with the gallery director. Plans will be submitted at the next board meeting.
- Susan Sellner has requested a sick leave for up to 5 months. This is due to planned surgeries. Her application will be shared at the meeting.

Gwen made a motion to accept Susan Sellner's request for sick leave, it was seconded by Vickie and the motion passed.

- **Sales**

Suggestions from the Gallery Committee to increase sales will be presented for consideration by the BOD. They involve activities for many committees.

Vickie discussed the need for the Gallery Committee to work jointly with marketing, and the need for Marketing to have more support. The brochure needs to be updated and regular disbursement occur. Last year several ideas were attempted, but did not bring the results expected. The Katie Caples fundraiser made money for them, and although there were no Gallery sales during the fundraiser, it created positive publicity. If working with several of the committees, it may be possible to work with up to 4 charities a year.

Vickie will outline Exhibiting Member responsibilities at the Business Meeting. She will highlight the responsibility to sell work when at the desk. She will encourage all members to analyze and evaluate what sells and to change their work at each rehang.

- **Office and storage room cleaning and repairing:** Walter and Vickie have met to discuss and start planning for an update to the back office and storage room. It will involve cleaning, repairing, painting and reorganizing. If you are able and willing to help with any of these tasks, please let them know. A schedule will be forthcoming soon. It will likely take 5 days to process, clean, paint and reorganize. The Gallery will also look into replacing the metal file cabinets with plastic storage bins.
- Sharon came up with a log to track the number of participants in the Education Center and who is a member or not.
- The website will be updated to include photos of the Exhibiting Artists. The photos from the Shrimp Festival brochure will be used unless members send a new photo to George.
- The Nassau County for the Arts will host a Forum on Sat., Sept. 23rd. from 10-12 at the Rec Center on Atlantic. Walter and Barb will represent the IAA with a table at the Forum.
- Dickens on Center is encouraging Galleries to get booths for \$85. The IAA is declining, as the Gallery is on 2nd street already where the booths will be set up.
- Art hanging at hospital suggestion: This item was not discussed.

5:00 p.m. G. Motion to Adjourn