

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

Board Members Present: Gwen Cowart, Susan Henderson, Sharon Haffey, George Haffey, Betty Rufus, Walter Cartatequi, Marla McDaniel, Mary Quinlan, Lis Krawiecki, Mark Bennett, Vickie Maley

Board Members Absent: Cori Beychok, Barb Wiley

Guests: Diane Withrow, Brody Mandelbaum

3:26 p.m. A. Call to Order by President Gwen Cowart

3:30 p.m. B. Discussion and Acceptance of Board Meeting Minutes: July 10, 2017
Sharon made a motion to accept the last Board Minutes, it was seconded by Walter and passed

3:35 p.m. C. Public Comment :none

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

3:36 p.m. D. Discussion and Acceptance of the Consent Agenda Reports

President: Gwen Cowart

First VP: Shrimp Fest Chair: Mark Bennett

- Pipar West and Mark Bennett met to go over several items regarding the ZAPP page.
- The Wednesday, August 2 News-Leader carried the photo of Gwen presenting the Boy Scouts the \$500 donation.
- We finalized out e-blasts with Where the Shows Are and Sunshine Artist.
- The next Shrimp Festival meeting is scheduled for August 21st at the Days Inn.

Second VP: Gallery Director: Vickie Maley

Several volunteers are scheduled on August 19 at 9 am to paint the pedestals that were purchased from the San Jon Gallery. Thank you to Lis for arranging the sale and to Lis and Denise for transporting them. Painting volunteers are Mike Clemens, Jane Hedgecock, Lis Krawiecki, Vickie Maley, John Mateer and Denise Murphy.

The next re hang is on Sept. 11 at 9 am for 3D and Sept. 12 for 2D at 9 am.

The following re hang date is a change to December 4 for 2D (time TBA) and December 5 for 3D at 9 am. We will be ready for the holiday.

3rd VP: Art Education Center: Sharon Haffey

The AEC committee met recently and welcomed associate member Barbara McConnel who has volunteered to take on organizing a development component to the activities already in place in the Ed Center. In addition, Pam Bennett has agreed to act as the committee co-chair to assist with the duties of running the AEC. It's been a month in which our studios were well used with children's art, our summer art camp, the Katie Caples Foundation event, four ongoing groups and two workshops. Groups wishing to use the space for meetings or IAA events should contact Sharon Haffey as early as possible to make certain their event is placed on the calendar. Before scheduling, please check the IAA website under Member Information to check for availability of the building.

Treasurer/Finance Committee: Susan Henderson: see attached

Secretary/Membership: Lis Krawiecki

There are currently 187 paid members. Will attempt one more email or call prior to sending to the printer.

Arrangements: Barb Wiley & Mary Quinlan

Computer Support: George Haffey

1. IAA Website was hacked last week. IAA was probably not specifically targeted; more likely some vulnerability in the host site or web development tool. Hosting site acknowledged flaw with SiteLock, our protection service, and we consequently switched to another paid service. Of note, SiteLock never detected the malware. Our new service did and had the site cleaned up within hours.

2. The Computer Services group met in mid-July to discuss the IAA website. Topics included the different audiences (internal and external), the structure, responsibilities, and inputs. Will bring info handout. The emphasis will be on a "push" from different committees rather than a "pull" from the website manager. Will meet again next week to familiarize all with page input and updates.

House and Properties: Walter Cartatequi

Marketing and Communications: Cori Beychok & Marla McDaniel

Feature article and photos of Children's Art Camp, News Leader

Publicity, Art walk and Sunshine Nouveau Art Show.

Renewal for Islander Map & Guide, quarterly renewal for Amelia Now.

Scholarship: Betty Rufus

Vickie made a motion to accept the Consent Agenda, it was seconded by Susan and passed.

4:00 p.m. E. Old Business

- Toilet drainage status and next steps:
The issue has been resolved for now. The Gallery is using a product every 4 months to see if it will correct the problems. Should more work be necessary, this will be brought up again with the Board.
- Review Strategic Plan (see under New Business)
- People on desk duty when they make a sale they don't request for the customer to leave their name and address so the artist can send them a thank you note:
This, along with some other issues will be addressed at the Mandatory September meeting.

4:30 p.m. F. New Business

- Government Websites Video Tour:
The IAA was approached by Nassau County and Fernandina Beach about producing a video tour for their website. For a non-profit organization, for one year it would cost \$4,000 for 60 seconds or \$3,500 for 30 seconds. None of the Board members felt this was a worthwhile endeavor to pursue.
- High School Key Club Volunteering:
Brody Mandelbaum, president of the Key Club attended the Board meeting today stating that the Key Club desires to preserve the artistic and cultural aspect of Nassau. They are generally available for volunteering Sept. through April. It was suggested that Shrimp Festival, although outside those dates might be an opportunity. Also the possibility of assisting during Art Chats. IAA will contact Brody with possible projects as the year progresses (904-557-6610; brodymandelbaum01@gmail.com) He will share the name(s) of the Key Club Faculty Advisors.
- Repeating Katie Caples Fundraiser in upcoming year?:

This fundraiser made \$4,029. Almost 100 people attended, many unfamiliar with the IAA. The Arrangements Committee will look into the possibility and interest of pursuing this next year.

- The scholarship committee would like to discuss the amount of money sent to each school for this year. Should the amounts be increased or stay the same?:
It is time to give the donations to the schools. The Board made a decision to continue providing the same donation amount as last year. If we are able to get sponsorships and donor monies as the year progresses, the Board will then be able to increase the amount.
- Providing link on IAA Web Page for Where the Shows Are and Sunshine Artists:
Mark will send information to George to apply for a link
- ZAPP page providing categories for Creative Crafts:
We are unable to set up a sub-category in the ZAPP site. We will be able to mark what each item is on our own spread sheet when selecting creative crafts. This will go live Sept. 1.
- The Newsleader contacted IAA to inform us that we have once again won Best of the Best in Art Galleries.
- Walter would like to re-do the Computer room. Vickie, George and Walter will get together to prioritize what needs to be done and seek out help.
- The September General Meeting is a Mandatory Meeting. Each Committee Chair will present a report.
- Strategic Plan :
All Board Members are to review the Strategic Plan, even if the items were not priority. Each lead Committee will update to inform what has been done, what is on-going, and what has not been done. This information will be sent to Gwen by Sept. 12. In October and November, the Board will find goals for the coming year.

5:16 p.m. G. Motion to Adjourn