

**Island Art Association**  
Art Education Center, 18 N. 2<sup>ND</sup> Street, Fernandina Beach, FL 32024  
**BOARD OF DIRECTORS**  
**MEETING MINUTES**

**Monday December 13, 2021, 4:00pm**

**Board Members Present:** John Abbott, Bee Sandberg, Barb Wiley, Susan Henderson, Susan Colcord, Logan Pierson, Vickie Maley, Ginger Bender, George Haffey, Becky White, Leslie Collins

**Guest:** Mary Hamberg, Carol Kish

**Board Members Excused:** Mary Quinlan, Sharon Haffey

**A) Call to Order:** by President at 4:00pm

**B) Public Comment:** Mary Hamberg, Public Access Channel. Mary visited our meeting to provide additional information about the public access channel programming content and availability. Anyone can submit a video or slide show for airing. All videos must be closed captioned. There is a charge for the CC if assistance is required. Cost of the CC can be sponsored, sponsor can be acknowledged but no advertising for gain is permitted. There is no fee to run programming. Most programming runs on a continuous loop, however, scheduled programming is available. Mary is available to answer questions or assist with editing or production questions. It was suggested it would be good experience for a student to help us with a video should we decide to utilize this venue to promote information about the gallery.

**C) Discussion and Acceptance of Board Meeting Minutes:** November 8, 2021. Motion to adopt the minutes; Vickie. Second; Logan. Motion passed

**D) Discussion and Acceptance of the Consent Agenda Reports:** Motion to accept Consent Agenda: Susan. Second; Barb. Motion passed

**a) First VP, Shrimp Fest Chair:** Logan Pierson

- a. The Isle of Eight Flags Shrimp Festival is scheduled for April 29-May 1, 2022, with preparations actively underway since the day after the early October 2021 Falling for Shrimp Event.
- b. The current vendor registration number is 132. We are hoping for a total in excess of 400 vendors
- c. There are volunteer opportunities and a sign-up book at the IAA Gallery front desk. Due to the much greater size of the Shrimp Fest compared to the Falling for Shrimp event, we will need more volunteers to help us handle check-in, street marking, booth-sitting, the Alachua Street parking gate next to the IAA, and the Standard Marine parking entry/exit.

**b) 2<sup>nd</sup> VP, Gallery Director:** Mary Quinlan/Barb Wiley

**c) 3<sup>rd</sup> VP, Art Education Center:** Becky White/Susan Colcord

- i) The Art Market on December 4<sup>th</sup> grossed about \$740. While this amount is down about 25% from last year, it was still worth the effort. There was good cross traffic between the Gallery and the Market. Fourteen of the eighteen participating artists were associate members. The organizers have sent out a thank you note to all the artists and requested feedback and comments.

**d) Treasurer/Finance Committee:** Susan Henderson/Vickie Maley

**i) Financials Attached**

- ii) Susan, Paula and Vickie are spending November and December, meeting with individual artists to update information for desk workers and to demonstrate how to submit art and

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information for the on-line shop. Thank you for such positive attitudes and willingness to try!

- e) **Secretary:** Bee Sandberg
  - i) Meeting minutes distributed
- f) **Technology Support:** Sharon Haffey/George Haffey
  - i) The online store team has done some restructuring and will be contacting individual artists to offer assistance and ensure that every exhibiting artist has work consistently represented online. In addition, updated procedures for the desk workers have been posted for all to see and review.
- g) **House and Properties:** George Haffey
- h) **Marketing and Communications:** Ginger Bender
  - i) All on tract for this month
- i) **Scholarship:** Depy Adams
- j) **Membership:** Rebecca McDannold/Denise Murphy

**E) Old Business**

**F) New Business**

- a) (Depy) Scholarship Update
  - i) Additional letters have been sent out to new art teachers being included in the scholarship program.

**G) Presidents Corner**

- a) Update on Mosaic book project
  - i) Work is progressing. Photo and narration are being formatted this week (December 13, 2021.) We are still targeting February 1, 2022 for printing.
- b) Update on Gallery improvements
  - i) Lighting – 4 to fixtures will be updated this week to LED, this will provide a clear comparison to the existing lighting.
  - ii) New Flooring -:The costs for flooring were higher than anticipated; Epoxy \$40k, replace vinyl with LVT plank \$26k (includes prep and finish trim.) Service Masters can clean the existing floor for \$11.7k and we have some replacement pieces of vinyl we can patch the worst spots with. The new flooring will have to be put on hold for now.
- c) Courtyard Update – we are currently looking at new furniture for the courtyard and placement of sculpture artwork and our new totems.

**H) Open Floor**

- a) Next scheduled rehang dates are January 3 & 4, also March 21 & 22.
- b) Martha McDowell with the writers group is looking for a venue to meet and bring a Right Whale sculpture. No date has been decided upon but is looking at a time frame of 4-4:30.
- c) Leslie Collins is continuing to work with Baptist Hospital to negotiate a new program for hanging art at the hospital and consider compensation for rehang repairs to the walls. The initial numbers suggested for rehang compensation need to be researched further as the presented dollar figure was not viable.

**I) Meeting Adjourned 5:30pm**