

Island Art Association Meeting Minutes Board of Directors
ART EDUCATION CENTER, 18 N. 2ND STREET, FERNANDINA BEACH, FL 32034
Monday October 11, 2021, 4:00PM

Location: AEC

Board Members Present: John Abbott, Bee Sandberg, Depy Adams, Mary Quinlan, Becky White, Susan Colcord, Vickie Maley, Susan Henderson

Guest: Carol Kish

Board Members Excused:, Sharon Haffey, George Haffey, Logan Pierson, Barb Wiley

A. Call to Order by President at 4:00pm

B. Discussion and Acceptance of Board Meeting Minutes: September 13, 2021. Motion to adopt the minutes: Vickie. Second: Mary. Motion passed.

C. Public Comment: None

D. Discussion and Acceptance of the Consent Agenda Reports. Motion to accept consent agenda: Susan. Second: Carol. Motion passed.

First VP: Shrimp Fest Chair: Logan Pierson - Report attached as addendum to meeting minutes.

Second VP: Gallery Director: Mary Quinlan/Barb Wylie.

3rdVP: Art Education Center: Becky White/Susan Colcord

- Workshops booked.

Treasurer/Finance Committee: Susan Henderson/Vickie Maley

- Financials attached
- New reimbursement form and tax exempt certificate attached. Please use these forms to replace the old.
- From the beginning of the online shop on September 21, 2020, we have had 9 transactions, for 12 pieces of art sold total. Sales: \$5,975.15 with fees of \$176.33 for total sales of **\$5,799.15**

Secretary: Bee Sandberg

Meeting minutes distributed.

Technology Support: George Haffey, Sharon Haffey

- The website and online store are running smoothly thanks to all involved. Logan Pierson continues to be in charge of Facebook and Instagram posts, Paula Porterfield-Izzo has assumed responsibility for answering IAA e-mails. As of October 3rd, Applications for Shrimp Festival 2022 are open

House and Properties: George Haffey

- During the past month the courtyard was trimmed up and all defective lights and fixtures in the gallery were replaced. No significant problems nor expenditures

Marketing and Communications: Ginger Bender

- Art Nouveau and artist of the month articles up to date

Scholarship: Depy Adams

Membership: Rebecca McDannold/Denise Murphy

E. Old Business

A) (Becky)

- i. Christmas Party will be December 7th at the AEC and Courtyard. Becky to create sign up sheet that will be at the front desk, for pot luck style dishes. Handmade pieces of artwork can be brought for gift exchange. Members to be reminded; bring a gift, get a gift, if they wish to participate.

B) (Mary)

- i. Gallery Lighting – George has acquired the needed light fixture. John is working with a Lighting company to provide LED lighting. Goal is to get two fixtures up before the next meeting as a test to see what lighting is preferred for the gallery.
- ii. Easels – the old easels have been repaired. Mary is looking at purchasing 4 easels w/wheels. Susan moved we approve purchase of new easels; seconded by Depy; motion passed.

F. New Business

- A) (John) Vote to approve 9-22-21 General Business Meeting Minutes. Motion Mary, Second Becky, motion passed.
- B) (Carol) Callahan Art Show. Carol to follow up for more information and post in Newsblast. Also looking for donations for Hobo's and Hotdogs event.
- C) (Becky/Susan)
 - i) Issues with open paint groups; denying entry. Need one person as point of contact for open paint groups; take responsibility for cleanup/lockup. Rules for drop in groups need to be posted; Becky/Susan to define rules/requirements.
 - ii) Should Private paint groups need to pay in advance & sign contract? Prepaid groups can be bumped if no contract.
 - iii) Will also post in Newblast to define interest in portrait class
- D) (Mary)
 - i) Outside Exhibits – More opportunities are available for are in new hallway. Outside pieces can be purchased over the phone to ease purchase process. Baptist administration will hang all artwork. This opportunity is available to Associate members as well as EA. Work is juried by Baptist staff; pieces should be upbeat and no sunsets.
- E) (Depy)
 - i) Letters have been sent out to new art teachers explaining scholarship requirements. Scholarship entries will be coming in after Easter.

G. Presidents Corner

- A) Logan's report is attached as an addendum. John recommended that the FFS vendors be contacted for comments about the festival.
- B) The Hickory Wind concert was a success, John to look into bringing them back again.
- C) Flood insurance is being looked into.
- D) Mosaic Wall – John is working with writers and producers to create a coffee table book. He is hoping to have cost estimates for our next meeting.

H. Open Floor

- A) (Susan)
 - i) IAA net \$16,540 for Falling for Shrimp Festival. Public response was generally favorable to the scaled back fall festival. We should consider recommending the scaled back fall fest as an annual event.
 - ii) Bee commented that the only negative she heard was the booths selling flea market style, pre-manufactured items at an art and craft fest. Maybe we could encourage better vetting if we continue this festival.

Meeting Adjourned: 5:00

Addendum

Falling for Shrimp Event IAA Review Outline

10/11/21

Logan Pierson

The Falling for Shrimp (FFS) Event was held October 1-3, 2021, in downtown Fernandina Beach, Florida. The event footprint was @20% of the much larger Shrimp Festival scheduled for May of 2022. The Island Art Association (IAA) prime area of responsibility was for the Arts & Crafts portion of the event which covered Centre Street and 2nd Street north and south east to 4th Street, but not on 4th Street and included 84 artists and crafts people. There was no judging of the art component.

FFS appeared to be successful in terms of both crowd traffic and purchases.

- An unofficial canvassing of most of the participating artists by IAA Members Logan Pierson, Ray McWhorter and Mark Bennett revealed an overall strong positive reaction when asked how satisfied they were with the event traffic and sales of artwork.
- Many expressed a hope that there would be future FFS events in the same general time period while thanking the Shrimp Festival Committee for putting on the event.
- Artists also stated how upbeat and excited the crowd was to be out at a festival again.

IAA Members who made casual stops at artists booths to inquire about sales and their satisfaction with the FFS event made a very positive impression. One artist made it a point to stop by the IAA Ed Center to express her appreciation for John Abbott taking the time to show a keen interest in the artists attending the event. There were comments from and about others, as well.

Each of the various IAA Committee's functioned as planned and were key to the event running smoothly for the artist/vendors.

- IAA volunteers were critical in filling-in wherever needed.
- Susan Henderson and Lis Krawiecki were invaluable for the months leading up to the FFS Event with their organized approach to inviting artists to attend through Zapp and for their ability to create informative documents, charts, maps, detailed lists, and whatever else was needed.

- Mark Bennett was key in guiding first-time IAA Artist liaison Logan Pierson through the process for months ahead of the FFS Event and then tirelessly working the show beginning to end for three days.
 - Mark also took the time to go over the May 2022 Shrimp Festival footprint in detail.
- Ray McWhorter assisted in helping Logan and Mark in every facet of the event and was a strong component in a successful weekend.
- Barb Wylie, Mary Quinlan, Gwen Cowart, Jim McKinney, Sharon Haffey, Ginger Bender, Ana Diaz, and others working on assorted committees were all extremely helpful.

Things we learned (or re-learned) from the FFS Event that will help us at the May 2022 Shrimp festival.

- Once applications have been accepted and the deadline has passed, we will not make exceptions for adding additional artists.
- Any and all interaction with the artists other than Application/Registration, Check-in, and Casual Booth visits by IAA Members should be handled by the IAA Artist/Event liaisons Logan Pierson and Ray McWhorter (*and/or Mark Bennett depending upon availability*).
 - If there is an artist/vendor issue that needs attention, Logan, Ray, or Mark should be contacted immediately for resolution.
- The IAA should consider allowing the Ed Center washroom to be used by the artists on 2nd Street and some on Centre Street who are close by. This would be a terrific amenity and was a big plus at the FFS Event.
- There were empty booth spaces on Centre between Front Street and 2nd Street reserved for Sponsors. We will endeavor to again request any spaces not used by the Shrimp Festival Committee Sponsors.
- Under no circumstances can non-artists/crafters be added to the show in areas under IAA control.
- For Shrimp Festival 2022 two spaces on Center Street need to be eliminated (25 & 60) due to a bottle neck in the street at this location.
- IAA needs to have 4 radios and 1 golf cart beginning early Friday morning. Commitment by the Shrimp Festival Committee is essential artist check in. IAA may need to rent its own golf cart.
- For the 2022 show we will request to have the Festival area closed at noon and artist set up starting at 1:00 PM.
- Discuss Friday night artists/crafters being open for sales.
- Discuss adding a question on the registration form for Fine Art – Do you wish to have your art judged for the show? Depending on the number of positive responses it may be possible to segregate those artists into a smaller area to facilitate the judging.
- Discuss eliminating fine art and craft areas and instead have a mixture of artist and crafters throughout the show.
- In January 2022 re-align the map due to changes on South 2nd Street and North 7th Street.
- Impress on the Shrimp Festival Committee that any Sponsors, Face Painters, etc., be instructed on LOAD OUT REQUIREMENTS on Sunday after 5:00 PM. We had a face painter who had not broken down & pulled his truck/trailer onto Center Street blocking several artists who were able to load their vehicles and leave the show. It is necessary to

remind all food vendors and where possible musical groups (N. 2nd ST) of load out procedures also. Some of this can be accomplished during the show – printed material may be helpful to hand out.

- Separate Shrimp Festival Committee & IAA discussion on doing another FFS in 2022.
- Let's email the artists attending FFS asking them for their comments on the show – the good, bad and ugly. Responses may go a long way on future decisions on the show and good will for Shrimp Festival 2022.