

**Monday July 12, 2021, 4:00PM**

**Board Members Present:** , John Abbott, Bee Sandberg,, Depy Adams, Susan Henderson, Mary Quinlan, Barb Wylie, Becky White, Susan Colcord, Logan Pierson, Vickie Maley, Ginger Bender, Denise Muphy.

**Guest:** Carol Kish, Louise Mozena

**Board Members Excused:** Sharon Haffey

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

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

**C. Public Comment:**

**D. Discussion and Acceptance of the Consent Agenda Reports.** Motion to accept consent agenda: Bee. Second: Vickie. Motion passed.

**First VP: Shrimp Fest Chair:** Logan Pierson

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

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

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

1. Financials attached to agenda
2. On-line sales, YTD= 5 paintings with net sales of \$3,403

**Secretary:** Bee Sandberg

Meeting minutes distributed.

**Technology Support:** George Haffey, Sharon Haffey

**House and Properties:** George Haffey

**Marketing and Communications:** Ginger Bender

1. Media Coverage ongoing: Art Walk, Featured Artist, Nouveau Art Show/Sale, Sundays on second coverage, ongoing.
2. Assignments to committee members are in the process of being communicated and marketing plan is being established

**Scholarship:** Depy Adams

**Membership:** Rebecca McDannold/Denise Murphy

1. Currently we have 153 paid members.
2. Leslie Collins will be working the Membership table during Artrageous Art Walk.
3. New Membership directory is at the printers.
4. Experiencing issues with on-line membership process, information coming in is incomplete and confusing.
5. Meeting scheduled with previous membership chair for training on publishing membership directory.

**E. Old Business**

A) (John)

- A) Marketing Strategy – the committee is still working up a draft for board approval. A meeting is scheduled with the marketing group. The plan is to have a draft for BOD approval for August meeting.

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- B) Vote to accept General Business Meeting minutes. This vote is deferred to next meeting due to an error in distribution. Motion to postpone vote: Susan, seconded: Logan, motion passed.

**F. New Business**

A) (Susan)

- i) The new membership brochure does not have the donation disclaimer for Solicitation of Contributions. Susan will send the language out to all board members and suggested documents are submitted for review before printing. The suggestion was considered to apply a sticker, with the disclaimer, to the new brochure.

Florida Solicitation of Contributions Act Registration # CH59799

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- (1) John Mateer and Bill McKinney, finance committee members, have agreed to be responsible for weekly deposits.
- B) (Mary/Barb)
  - i) There is a need for refreshment committee members.
  - ii) Mike Clemens has resigned as EA.
  - iii) Jimmie Stone is having to relocated, due to a family matter and has also resigned as EA. Jimmie leaves a need for a new Web-Site Manager
  - iv) Bill McKenna will take over responsibility for taking marketing photos and IAA events.
- C) (Denise)
  - i) Tech support is looking into the on-line membership issues. As of this meeting, membership is at 159. Committee will reach out to those who have yet to renew. The upcoming Marketing Strategy will include ideas to increase membership.

**G. Open Floor**

A) (John)

- i) Saturday, August 14<sup>th</sup> second Saturday will be accommodating several events.
  - (1) Summer camp started 7-12-21. The students work will be displayed as the Guest Artist of the Month.
  - (2) 4H Camp starts next week. The mural will be unveiled on August 14<sup>th</sup>. Participants of the camps, and their families, are invited to the reception.
  - (3) Art Nouveau awards and reception is in the evening.
  - (4) Snacks will be served in small cup, individual servings. Kids snacks will be in the gallery, adult snacks and drinks will be in the AEC.
- B) The third Thursday entertainment venue outside the Palace Saloon, did not appear on the HDC agenda.
- C) (Carol)
  - i) Reminder: the IAA needs a table for the Farmers Market.
  - ii) Carol requested clarification of the IAA Chamber Membership status. Susan confirmed the membership has been renewed.

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- D) (Susan) The new building across the street has received HDC approval.
- E) (Depty)
  - i) Request to raise the total scholarship budget for the middle schools to \$3000; from \$200 to \$250 (for a total of 5 schools). Also she would like to include the Boys and Girls Club. A formal draft will be presented and voted on at the next BOD meeting.
  - ii) Depty confirmed the IAA has parental permission to use the scholarship winners name and photo. A photo and plaque are to be displayed in the gallery.
- F) (Logan) Falling for Shrimp insurance issue has been resolved. Booth sharing has been approved. The Cut off date for canceling the event was July 31<sup>st</sup>. The event will should be advertised in our E-Blasts (do not use the word festival to prevent confusion with the Shrimp Fest.) When the ZAP e-blast goes out, it should bring in an influx of artists to fill booths.
- G) The AEC has many artists returning with workshops/classes. Susan brought up the need for a calendar of AEC classes at the gallery front desk. Monthly updates will be posted by the register.. The committee will create a note book also with more detailed information on classes.
- H) (John)
  - i) John has met with Dulcy regarding Grant Writing, she is getting started. (This will be folded into the general Marketing Strategy.)
  - ii) John wants to meet with Wallace Bennett – Nassau Council on Aging, to discuss sponsorship opportunities – pitfalls – successes. Part of the Marketing Strategy is gaining sponsorship.
  - iii) Gordon Parker is a local wood cutting artist local to the island. He will do a Sunday on 2<sup>nd</sup> demonstration. IAA will be providing some of the supplies. The more variety of mediums we can provide, the more people we can connect with.
  - iv) We'd like to do more to activate the courtyard. Music venues are being solicited; acoustic, no amps. We have scheduled Hickory Wind, a folk Blue Grass group, to play in the courtyard on October 9. Cost is \$100, to come from the Nouveau Art fund.

**Meeting Adjourned 5:07**