

Monday August 9, 2021, 4:00PM

Via Google Meet

Board Members Present: , John Abbott, Bee Sandberg,, Depy Adams, Susan Henderson, Mary Quinlan, Barb Wylie, Becky White, Susan Colcord, Logan Pierson, Vickie Maley, Sharon Haffey, George Haffey.

Guest: Carol Kish

Board Members Excused: Ginger Bender

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

B. Discussion and Acceptance of Board Meeting Minutes: July 12, 2021. Motion to adopt the minutes: Sharon. Second: Susan. Motion passed.

C. Public Comment: None

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

A) The two summer camps were a resounding success. Sherwin Williams, Topstitch Custom Canvas, and Townies Pizza, all donated in-kind services for the camps.

i) The IAA Art Camp attracted 22 students. Their work is displayed as August Artist of the Month in the Gallery. This camp was budgeted at \$1,500; we spent \$1,275.

ii) The Nassau County 4H Mural Camp had 15 participants. Our professional artist Martin Torres did a great job in leading the group. The mural will be unveiled Saturday, August 14th. The Mural Camp was budgeted at \$3,500; we spent \$2,630

Treasurer/Finance Committee: Susan Henderson/Vickie Maley

1. On-line sales, YTD gross sales of \$3,845

2. June financials distributed

Secretary: Bee Sandberg

Meeting minutes distributed.

Technology Support: George Haffey, Sharon Haffey

With the departure of Jimmie Stone, Sharon Haffey is, once again, administrator for the IAA website. Any problems, content changes or suggestions are to be sent to her.

House and Properties: George Haffey

The committee will be meeting this week to clean up and landscape the courtyard in preparation for the monthly Art Walk.. New volunteers to assist are always welcome.

Marketing and Communications: Ginger Bender

1. Media Coverage ongoing: Art Walk, Featured Artist, Nouveau Art Show/Sale

2. Sundays on second cancelled.

3. Marketing plan is still in process

4. Bill McKenna will have photographers at Art Nouveau for winner's photos and to photograph art camp best of best. If mural is back at the Gallery, photos will also be taken.

Scholarship: Depy Adams

Membership: Rebecca McDannold/Denise Murphy

E. Old Business

A) (John)

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- A) Marketing Strategy:
 - i) Draft was distributed to all committee chairs; chairs are requested to present the plan to committee members and bring comments to the next BOD meeting.
 - ii) Budget numbers will be input later before finalizing the plan.
 - iii) Initiatives will be prioritized from a budget and marketing standpoint.
 - iv) John will email the draft out to all committee heads and a hard copy will be at the front desk.
- B) Vote to accept General Business Meeting minutes. Motion Mary, 2nd Carol, motion passed.

F. New Business

- A) (Depy)
 - i) Request has been made to increase grant budget to middle schools, from \$200 to \$250. Motion Vickie, 2nd Sharon, motion passed
 - ii) Request has been made to increase High school budget from \$500 to \$500 per teacher. Motion Mary, 2nd Susan, motion passed.
 - (1) Request has been made to include Boys and Girls clubs in children's programs grant. Motion Susan, 2nd Sharon, motion passed.

G. Presidents Corner

- A) Summer camps were very successful. The hiring of a professional artist was a must, he did a great job. Most of the students were from West Nassau.
- B) We would like to look into the creation of a 7x7 coffee table book about the IAA mosaic wall. Total cost would be approximately \$1000 for 250 copies. \$350 would go to Song and Story to expedite production. Our cost would be approximately \$4.00 each, we would sell them \$15-\$16 in the gallery. This project would be included in the marketing budget. IAA would do the photography. This would be ready in time for the March 2022 IAA anniversary, 10th anniversary of the wall.
- C) John suggested doing interviews with our artists to give them more exposure; interviews would be posted on website/e-blast/facebook.
- D) John would like to set a meeting with the gallery committee to discuss refreshing the gallery prior to our March 2022 anniversary. Suggestions included lighting, floors, paint. A lighting designer has suggested more LED lights. John will look into more details, get a better look at needs. John will prepare a better list to discuss at the next BOD meeting.

H. Open Floor

- A) Sharon raised the subject of booth assignments for the Falling For Shrimp event. Susan confirmed all booths have been assigned. There are 90 applications, 4 have requested double booths. Logan is meeting with the Shrimp Fest committee today and will have an update for next BOD meeting.
- B) Carol distributed maps to all identifying areas, in downtown Fernandina Beach, available for public art.
- C) Susan Colcord noted that the calendar notebook placed at the front desk has been a great asset.

Meeting Adjourned: 4:47