

Parker Artists Guild Board Meeting Notes  
January 12, 2022. 6:30pm

In attendance were Elvi Bjorkquist, Susan Pollock, John Creighton, Jen Oehme, Leslie Scott, Marie Vaughn, and AnaGloria Rodriguez

1. Introduction of Board Members

Leslie Scott-President, Mary Vaughn-Vice President, Jen Oehme—Members' programs, John Creighton—historian, member at large, name tags and miscellaneous, Elvi Bjorkquist—Member at Large, Susan Pollock—Member at Large, AnaGloria Rodriguez—Secretary, Carolyn Spaur—Treasurer/Accountant

2. & 4. Must have a board member shadow Barb Cohen since this is the last year of commitment for Art in the Park.

It is a big job and so far no one has volunteered to shadow Barb. There is hope that Jen Skalecke will do it.

There is some thought to outsourcing the event, which will cut into profits. The event is a BIG job and even if it is outsourced volunteers will still be needed.

3. Discussion of Member meetings. Very low attendance last year after starting again at the Schoolhouse. Why aren't people coming? Covid? Time? Just don't like? Programming?

Before Covid there would be 30-40 members attend. Seems like people are staying home because of Covid.

We will be switching to smaller room at Schoolhouse for half the cost of previous large room. Generally the same members attend.

We discussed having more social events and casual get togethers. We had 35 people at the Holiday dinner.

Opening Receptions for shows are not getting big attendance. Current promotions don't seem to help. Invitations need to be increased 4-8 times. Multiple reminders and marketing. We need to do more marketing. The possibility of doing a drawing at receptions was brought up. In the past Tadashi had offered to donate pieces. The Wine Walk had also been an opportunity to market.

We need to advertise shows—get on the PAG website and Facebook ASAP. Support PAG members and get to know people. We need more social gatherings to get people talking to each other and creating more community.

Mark Hollenbeck runs the gallery shows in his low-key style. Need to think about the wider audience. Perhaps he needs an assistant? What if he had one? Susan Pollock will speak with Mark about volunteering to assist him with Receptions. AnaGloria Rodriguez also willing to help with receptions.

5. P.A.C.E. Portfolio Day—Last year PAG donated \$2000 to local high school students selected for outstanding work. In previous years \$4000 was donated so that 4 winners could be awarded \$1000 each. There was a discussion about whether to continue with the \$4000 donation or another amount. Marie Vaughn had qualms about the amount since Covid has impacted our budget. After discussion a motion was passed to donate \$3200 to Portfolio Day so that 4 winners could receive \$800 each.

6. Bill Parker has volunteered to assume the chair position for the NAP show after Jeanne Trueax. This year the show will be at the Schoolhouse Gallery. We hope to speak with Susanne about using the Auditorium for the reception and award ribbon ceremony for local participants. Jen Oehme will volunteer to help with NAP show, which is in the fall (September -November). Awards reception should be in November.

7. Members directory should be back in alphabetical order after working with Flipcause. Member Login should be PAGMEMBERS  
There should be an Excel spreadsheet with all the member names on there.

8. VP Report by Marie Vaughn: Marie has information for classes. She will be sending an email about the teachers and explaining what classes they offer. Members will be charged \$10. She will be sending out a survey on interest for classes at the Schoolhouse or Paul's place ( a studio that he is building).  
Hoping to break even charging and paying for the teaching artists.

Venues—Nothing sold during the holidays.

Ran out of time for January newsletter but will do February and hopefully get feedback. Would like to ask about primary reason members join PAG. Is Art in the Park a main reason? What are members hoping to get out of membership? May send out survey

9. Member at large report by Jen Oehme: future membership meetings will be in the smaller room at the Schoolhouse. Don't quite have an agenda for upcoming meetings. January meeting was about Carol's show at PACE and lecture about their expedition.

10. Member at large report by John Creighton: Will have name tags for next meeting. Let him know about helping with anything. Texting him is always better. Downtown Business Center will have a "Friday Art" on March 1. Perhaps we set up tent or use wall to show/sell art.

7:48pm Meeting was closed.

Submitted by AnaGloria Rodriguez. January 30.