

**Skagit Artists Board of Directors
Meeting Minutes
May 2, 2019**

President Sarah Dalton commenced the meeting of the Skagit Artists Board of Directors at 3:01 p.m. at the Skagit Valley Co-op Building. Board members in attendance included Mechel Bell, Sarah Dalton, Gary Giovane, Sheila Johnson, Ron King, and Jennifer McGill. Rick Hoag, Monica Jares, and Carol Ann Anderson were also in attendance. The meeting's agenda from Sarah's email was:

- Budget Summary – Rick Hoag
- Camano Island Guild call - Do we want to staff a booth? \$100, August 10 and 11
- Art Bash review – Jennifer
- Art Beat Update - Sarah
 - Arts and Ales event
- Program Planning - Mechel
 - Protocols
 - May event
- Fall Show Proposals - Mechel
 - Arts Alive Update - Gary and Sheila
- Art Supplies for Kids
- Sponsorship Update - Sarah
- Discount Shops - Mechel
- Volunteer List

Meeting Time

It was agreed that the BoD meeting time would be changed to 2:00 p.m. to 4:00 p.m. (from 3:00 – 5:00) if a room was available at the Co-op.

Camano Island Guild Call

Camano Island Guild offered Skagit Artists booth space in their August 10 – 11 show for \$100. Mechel was interested in participating and organizing artists to share the space. Gary moved that we rent the booth, which was seconded by Jennifer, and the motion passed.

Art Bash

Initial reports show that Art Bash, in its new location, may have broken even. Yay! Sarah reported that no lighting was needed and the black drapes were not used on the grids. Jennifer provided some insights and said a follow-on email will cover her conclusions in greater depth. The experience brought to the surface questions that have lingered, as well as new challenges:

- The parameters of the art to be displayed
- What is the show, really?
- If the show is done at the Carnation Building again, should a non-profit booth be gotten during the street fair to direct patrons to the Carnation Building?
- Complaints and negative comments were:
 - Artists didn't have enough space
 - There were not enough grids
 - Lighting was an issue for some
- Set-up participation was low, so family members stepped in
- Artist professionalism needs to be stepped up in some cases

- Competition from multiple art organizations during tulip time.

A Survey Monkey email will be sent to this year's participating artists for their feedback and interest for next year.

Sales were about half of last year's show at the Farmhouse, but Tri-Dee also reported sales were off. The Mount Vernon Downtown Association said street fair attendance was down, probably because of Easter weekend. Parking for the street fair was done at the Carnation Building, but many didn't enter the Carnation Building itself, bypassing Skagit Artists in the atrium area.

Jennifer did some reconnaissance of the competition finding that tour busses stop at certain locations. Skagit Art Association's show at the Pickle Barn has each artist responsible for their own space.

Sarah presented Jennifer a card and gift, with thanks, for her accomplishments with Art Bash.

Art Beat

Sarah has been working with the Mount Vernon Downtown Association, who will have businesses host the Studio Tour artists during a June 1 'Arts & Ales' event, as well as the June 6 Art Walk. Ron will have work on display at Shambala Bistro during that period also. Mechel will be a greeter at the 'Arts & Ales' starting point.

Sarah announced that sponsorship is on-par or ahead of last year with \$4,800 - \$7,000, depending upon when one starts counting. She wants to do show banners which Melissa will design. Melissa has been working on sign permitting with various jurisdictions. Don Wesley will be responsible for the show's press releases. Gary asked for postcards/brochures to make available at his home, which is a stop during the Skagit Symphony Garden Tour.

Membership Discounts

Discount available now:

- Copy and Print (20% off).

Discounts will be available starting July at:

- Dakota Arts
- Tri-Dee
- Good Stuff
- Bayshore – graphics work, not products.

Fall Show

Mechel and Carol Ann presented an idea of doing a fundraiser for kids with the Whatcom Art Guild. They spoke with Eaglemont Events about utilizing the daylight basement level on October 11 – 13 for a show of 40 artists. Each artist will have a 6 – 8 ft. wide space. The event will include a silent auction and live auction -- with the auction items being donated. Advertising will be key. The proceeds will be split with Whatcom Art Guild. Eaglemont will operate a cash bar and offer discounts to their on-site restaurant. Mechel will send an email to the BoD with additional details. There was concern whether Whatcom artists would want to do a show in Skagit, due to the distance. Rick asked if artists would be selling their own art, or just donating. Mechel informed him it will be both a sale and an auction with auction pieces of certain value donated from each participating artist.

Budget

Rick Hoag distributed another draft of a budget. Gary will email Monica's latest financial reports to him, and Sarah will send him a new budget for Art Beat to reflect the banner costs. Mechel will get banner estimates while Sarah is traveling.

Program Meetings

Mechel asked for the position of Program Chair to be explained for her. She was concerned the program meeting information was not on the website. She was shown where they are listed. Different devices display the website differently.

She wants notification of when press releases are run and calendars are updated. Sheila explained to the group what she had shared with Mechel by email earlier. SA does not buy advertising for program meetings, so any press releases a publication chooses to run is solely at the editor's discretion. If or when the release might run is unknown. Gary reported that the La Conner Weekly ran the story of Don Haggerty. Similarly, SA is a member of only 1 Chamber of Commerce, but she submits the program meetings to all local Chambers, and many graciously include SA events on their calendars (some don't). If and when those calendar submissions are approved and posted is unknown. Submissions are done to many community calendars, as well. Sheila provided Mechel a list of outlets for the press releases she creates. Since Art Beat will be responsible for their own promotion, perhaps that should be the case with program meetings also, so Mechel can control her message. Gary will email announcements via mailchimp. Maria posts to Facebook. Mechel wants to create flyers that she will distribute for the program meeting and was given Board approval to not exceed \$25.

Changes to the minutes submitted by Mechel Bell: "It was clarified by Sarah Dalton "that the chair has permission to direct advertising, volunteers, and such. And, that a communication line between Mechel, Gary, Maria and Sheila should be established. ""

A motion was made by Gary, and seconded by Sarah, to give non-SA program presenters the option of a 1-year Skagit Artists membership or traditional \$50 cash. It passed.

Art's Alive

Gary spoke with Sylvia Strong, a co-chair of the La Conner Art's Alive show scheduled for Nov. 8 – 11. She wants Skagit Artists to continue its show in conjunction with the Maple Hall show. She provided input about the 2018 SA show at the Garden Club and doesn't think the challenges SA faced cannot be overcome. SA would be included on the Town of La Conner's Art's Alive webpage, and the event would be "boosted." She suggested exhibiting small works. Lower prices and Rick's suggestion of no monetary awards may help the bottom line. Signage is a significant problem.

Art Supplies for Kids

Sarah distributed her proposal for this project via email and reported it got a "thumbs-up" from Katie Walton and Ellie Cross (MoNA). Mechel likes that the requests are for specific projects, not, "money that just disappears." Gary will lead and plan the effort. He will send an email for a membership vote. It was pointed out that someone will be needed to monitor requests for art supplies and that turnaround time will be important.

The meeting adjourned at 5:24.