

Hopkinsville Art Gallery

Meeting Minutes

November 5, 2018

President Jeannie White called the Gallery meeting to order at 6:00 p.m.

Gallery Members present: Jeannie White, Betty Liles, Elaine Stewart Seeley, Henrietta Kemp, Jeff Ezell, Tanya Ezell, Nada Fuqua, Jack Shepherd, Lynn Shepherd, Linda Pierce, Carolyn Self, Dan Kemp and Billy Thomas.

Minutes from the October 9, 2018 membership meeting were approved. Motion for approval made by Carolyn Self and seconded by Nada Fuqua.

Financial Report: Treasurer Dan Kemp presented the financial report which showed a balance the end of October of \$1,418.07 with income of \$1,222.57 and expenses of \$2,033.91. A motion to approve the monthly financial report was made by Betty Liles and seconded by Carolyn Self. Motion passed. A comparison was presented of the financial status of the gallery during the 2015-2016 fiscal year. The report reflected a lower operating costs and increased in sales during that year than we have now. Due to the reduction in the account balance, there will be investigation into ways to reduce expenses in order to maintain our gallery. There were suggestions made of ways to increase income and reduce expenses. Some of those were: increase dues, eliminate the phone line in the gallery if not needed for credit card purchases, set heating and cooling for reduction when not in use, change the Guild reimbursement to the Gallery for use of facilities. There was also a request that artist be generous with their donations for the Silent Auction and make Christmas donations to the gallery.

Billy Thomas, ShopKeep manager, reported all inventory tags were up to date and the Christmas bazaar had generated lot of items for sale.

Committee Reports

Membership: Betty Liles reported we have 32 gallery members.

Volunteer Coordinator: Henrietta Kemp will prepare the quarterly schedule. Jeannie White will handle any changes. Due to there being 3 people during the month of October that failed to come on their assigned day and they had not been called the day prior to the missed day, everyone was stressed to be sure to call the worker for the next day. Betty Liles offered to send out a weekly reminder for those working each week.

Media/PR: Press release was sent out for the Christmas Bazaar on Nov. 8 to 19 area media outlets

Oct. 19 - planning meeting with Brandi Hurd Barber and Teri Schultz for use of Facebook for publicity. Several ideas were discussed: boosting posts by paying for it, offering free coloring book to those that share information, video posting from people working in the gallery, featuring the artist of the month, members are asked to send photos and text to them.

Oct. 23 - Meeting with Sarah Whitaker from Williams Advertising - Those attending were B Atwood, D Kemp, L Shepherd, J Shepherd, and H Kemp. She suggested utilizing Facebook more, having workers take pictures, use video footage, change the outdoor "Open Sign", paint the front bench, possibly add awning. She will develop a monthly promotion calendar and get back to us about a potential plan. She did not charge for her 1 1/2 hour meeting with us.

Gallery supplies: Lynn and Jack Shepherd requested that members bring some supply when they come to work since we are running low on funds for purchasing items. (Roll of paper towels, case of bottled water, toilet tissue, etc.)

Facilities: No report. Stalls had discussed with President White about possible improvements to the front door.

Old Business:

- December 31 deadline for Members to bring 2 donated pieces, sheet posted for signing when leaving items. Those not donating artwork are asked to give \$100 in place of the donated artwork.
- Christmas Bazaar - November 8 through Dec. 27. Set up and wall change out will take place Nov. 4 through 7.

- All members are asked to attend the Bazaar reception, Thurs., Nov. 8, 5:00- 8:00. Appetizers are needed. Those bringing food so far: Elaine Stewart Selley - Derby Franks, Beverly Atwood - sweet item, Susan Rochelle-sweet item, Betty Liles - Sausage balls, Jeannie White - vegetable tray, Nancy Stalls - quiches, Henrietta Kemp - Champagne punch.
- Artists Tables - During the Christmas Bazaar, Nov. - Dec., artists may set up individual card table displays. Those signed up are: B Liles, H Kemp, J&L Shepherd, P Boyd, J White, L Pierce, A Comperry, G Meyer, B Gardner, B Williams, and N Stalls. Artist must decorate with cloths that cover the legs of their tables, Christmas theme is suggested.

New Business:

- Upcoming Events Planned:

November: Saturday, Nov. 3, start getting gallery ready for Bazaar, clear regular card tables
 Sunday, Nov. 4, Monday, Nov. 5, and Tuesday, Nov.6 - Change out wall art (arrange by artist)
 Monday, Nov. 5, **Supper Club** dinner meeting at 5:00 \$10.00 if don't bring food- Soup and Salad
 Tuesday, Nov. 6, Hang Art Set-up 12 individual artist's card tables for Bazaar
 Wednesday, Nov. 7, Military Spouse group coming early in morning. Offering 10% off.
 Thursday, Nov. 8, **Christmas Bazaar Reception opening** 5:00-8:00, appetizers needed.
 E Seeley - Derby Franks, B Atwood -sweets, S Rochelle - Sweets, B Liles- sausage balls,
 J White -vegetable tray, N Stalls - quiche, H Kemp -Champagne Punch
 Saturday, Nov. 24 - **Shop Small Saturday** and "**Hoptown Hopfest**" (Open until 7:00)

December: (No regular meeting on Tuesday, Dec. 11)
 Wednesday, Dec. 26 and Thursday, Dec. 27 - remove Christmas tables, Change out wall art
 Thursday, Dec. 27, 5:00 **Super Club** meeting, Change out of wall art
 Friday, Dec. 28, Hang new wall art

Next regular meeting will be Monday, December 27, 5:30pm

Meeting adjourned at 6:55

Respectfully submitted,

Henrietta Kemp, Gallery Secretary