

SAG Program/Committee Monthly Status Report

SAG Monthly Status Report - *committee/ program/ activity name* **MARKETING**

Report Date: October 19, 2019

Coordinator Name: Linnea Laurila (for 2019 only)

Committee / Program / Activity Overview:

Determine how to spend SAG Marketing Budget in conjunction with other program coordinators

Accomplishments for the Month:

- Paid CPR
- Ad in Colorado Life ran in Sept/Oct edition, but quality was poor and magazine came out later than we were told (told by end of August, arrived Sept 18). Curt got them to refund amount of ad. Waiting on payment
- Angie placed ads for Hullabaloo in Tribune and Valley Beat. Tribune did not charge as much as expected.
- Looks like we spent most of the Marketing \$ as allocated. Will be a little under budget as some projects came in lower than expected, although we did add some ads to compensate (i.e., Pueblo Grapevine). With the return of the CO Life ad \$, we'll have a good start on next year. Can put that in the APW budget for next year since it was mostly an APW ad.

Communication of SAG Web Page Content Updates

Website communication specific to programs and handled by individual program coordinators.

Plans for Next Month:

Call a follow-up meeting and find a new chairperson for the committee.
Follow-up on payment from CO Life.

Challenges you want the BOD to know about:

None at this time

Issues/Concerns you need Help with from the BOD:

Someone needs to step up in 2020 for Marketing Coordinator. Takes 1 or 2 mtgs and then following up to make sure Marketing is scheduled by other coordinators. Angie (Hullabaloo), Curt (APW), Terri (gallery) and Linnea (SAG Arts) are chairs for major advertising areas – recommend one of these people, not Linnea since she just did it.

References / Attachments:

None

Sangres Art Guild (SAG) Monthly Status Report

SAG Press/Social Media

Report Date - October 11, 2019 by Pattie Wall

Committee/Program/Activity Overview - Posted photos and text on FB and Instagram from the activities for the month of end of Sept through October, which was APW, Arts Hullabaloo and upcoming show. Advertised for free in 7 regional publications and used EVVNT to post an announcement of 'Fall Into Winter' show in Pueblo Chieftain, 100K reach. Coordinated with other members for photos and text as well as my own material, for posting.

Accomplishments for the month - FB insights: we had most 'clicks' and engagements on Arts Hullabaloo and APW Reception posts. Quick Draw photos were a big attraction. Interest has seemed to wane, not as much happening now.

Communication of SAG Web Page Content Updates - none

Plans for Next Month - Use the last month for encouraging in person visits to the gallery and support of our SAG goals. I will be finding ways of using FB and Social Media and throughout our 'down time'/off season continue to post photos and text that promote SAG and our artists.

Issues you need help with from the BOD - when submitting photos to me for posting on FB or Instagram, **I need them in jpg or png format.** PDF photos cannot be 'shared' and I have no way to convert them. I would appreciate any communication from other members during our off season, with ideas or suggestions on postings and photos to use.

SAG Monthly Status Report - Show Coordinator/Marketing

Report Date: Sept/Oct 2019

Alot has happend the past 2 months, so have summerized. Am sure I missed something.

Coordinator Name: Angela Arterburn

Accomplishments for the Month:

- Did Wall Tags for High Peaks Show
- Hung Tags for High Peaks Show
- Did Articles to Tribune and othe PR venues.
- Winners for High Peaks Show and APW
- Article about APW and Reception
- Got photos and articles to Curt for Web and Pattie for FB when needed.
- Did article and furnished photo for web, FB, WMT and the new Valley Beat about the 'Drawing for a Drawing'
- In September, met several times with KLZR and ShuShu for the High Peaks Premier and the High Peaks Art Ramble
- Did ad and write for Tribune regarding High Peaks Art Ramble
- Did article and Ad for APW for WMT
- Helped work at the High Peaks Premier and the High Peaks Art Ramble
- Sent out email reminding Arts to pick up work for High Peaks Show
- Worked with ShuShu on and organized 3 SAG tables for the Community Dinner. We had 24 people and made some NEW connections!
- Emailed out Call to Artists for the Fall Into Winter Show.
- Emailed out reminder to APW Participants to pick up artwork. (Called those that did not have an email.)
- Forwarded over to Liz any of the APW participants that either made other arrangements on picking up their artwork. She than let the Gallery sitter know.
- Answered questions regarding APW pick-up and upcoming show.
- Double checked with Terra Raye regarding the Blooming Bush Women performing at the Fall into Winter Show. Claudia Morris is paying for the entertainment.
- AGAIN, BOTH PATTI AND CURT have done awesome jobs with FB and the web.
- Did several ads and articles for Arts Hullabaloo (Kite Ads, Hullabaloo Ads, Chalk Art Ads, Quick Draw Ads.
- Worked with Amy and the CCTB Calendar of Events on their website. They have a new calendar. Still working out the kinks. Right now, as of this writing, can't upload events, but have given the Fall Into Winter dates as well as photos to Amy directly. She is running behind, but will get them posted.
- Worked with Kathy Reise regarding the Cliffs Calendar. (Yes, we now have 2 community calendars to post on). SAG events are now posted through December. You have to go to TheCliffsCalendar.com to view. She still has a couple of items she needs to correct. KLZR radio uses this calendar as well.

Communication of SAG Web Page Content Updates

Done

Plans for Next Month:

- Do a couple of extra articles about the Fall Into Winter Show.
- Work on ideas for Shows for 2020.

OTHER: *Continue* working with the Art/Culture group on bringing more awareness to the Arts in Custer County.

- Antiques and Art Tour - Grant has been applied for. Will be working with Jennifer Anderson if the CCTB gets the grant.

TO DO:

- Do ad for Fall Into Winter Reception.
- Take photos of 'Fall Into Winter' intake and get to Tribune, Valley Beat, Patti and Curt
- Make arrangements for someone to talley up the votes at the Fall Into Winter show, so the People'w Choice Awards can be handed out.

SAG Program/Committee Monthly Status Report

SAG Monthly Status Report - *committee/ program/ activity name*

SAG ARTS

Report Date: October 19, 2019

Coordinator Name: Linnea Laurila

Committee / Program / Activity Overview:

Conduct subsidized art classes for kids and adults.

Work with Rebecca's Fund to gain funding for kids' classes

Accomplishments for the Month:

- Held Oct 4th preschool class
- Planned art projects for next 5 months of preschool
- Updated more website info with Curt's help
- Started planning Winter Art Blast to accommodate locals we turned away last summer. Trying to find dates that work.
- Leanne Stover and Terri willing to help with 2nd preschool session. Will start in January if enough participants (at least 4) sign up. CCKC to run ad in paper.
- Restructure scheduling of 16+ classes for next year. Working with Terri and Lorie. Need Terri to format new brochure so we can start advertising based on discussions
- Requested reimbursements for Hullabaloo kites and chalk art, banners, APW workshop students

Instructor led classes completed in 2019 to date:

- 1 Jere Duran, weaving (March)
- 1 Sarah Woods, oils (May)
- 1 Terri Wiebe, Pastels (June)
- 1 Lorie Merfeld-Batson Drawing (July)
- 3 Jean Krueger, Watercolor (September)

Upcoming:

- 1) Continued Adult (16+) classes.

Communication of SAG Web Page Content Updates

Curt updated more web info for SAG Arts. Asked Terri to create a new "brochure" for 16+ classes we can post on web and use for advertising

Plans for Next Month(s):

Nov 1st preschool afternoon class

Rebecca's Fund planning meeting

Request 2020 Art Camp funding

Request preschool funding for a 2nd session on Friday mornings

Place Blick order for Winter Art Camp and Preschool

Follow-up on 16+ class restructuring

Order watercolor AB videos? Talk to Terri.

Challenges you want the BOD to know about:

None

SAG Program/Committee Monthly Status Report

Issues/Concerns you need Help with from the BOD:

None

References / Attachments:

See SAG website

SAG Monthly Status Report - Arts Hullabaloo

Report Date: September/October, 2019

Coordinator Name: Angela Arterburn

Thanks ShuShu for all your help, ideas and support for Hullabaloo! And thanks to Rocky for giving Paul, the Kite guy, a spot to park his camp trailer.

Accomplishments for the Month:

- Did ads for Hullabaloo (Kite Ads, Chalk Art Ads, Quick Draw Ads as well as Hullabaloo itself)
- Did PR for various aspect of Hullabaloo
- Made arrangements with the Town of Westcliffe to set up barricades so people could stand safely to watch the Chalk Art Demonstration.
- Met with ShuShu and Chris, the **Chalk Art Artist**. On Friday, Carrie Smith was going to bring down one of her Art clases. She ended up bringing I believe 6 classes down. Had to make a few extra trips back and forth with the Chalk packets and sign up sheets for the Chalk Art Competition. ShuShu ended up handing them out directly to the kids and parents that were interested. The Chalk Art was judged on Saturday evening. As of Saturday evening, people who were attending the Jones Theater, came across the street and were taking photos of them 'riding' the horse. Winners of the Chalk Art were posted on the web and FB as well as in the VB. Tribune did not post.
- Was at Jess Price Park at 7:30am on Saturday, the 28th to be there for the Vendor set up and to set up the tables and easels for the Kite decorating.
- Hullabaloo started at 9am with the Quick Draw and Salida Circus as well as vendors. The Kite decorating and painting started at 10am. We had 24 kids decorate kites. The Blooming Bush Women performed and Guchi did her ceremonail dance. Once 1pm hit, it got quiet (Art for the Sangres free viewing started then). Had several other kids come to paint with 3 adults. The wind started kicking up, so the vendors closed down early, around 2:30.
- Saturday evening, went and picked up the Barricades from the Chalk Art place and took them to the Bluff to block off the space for the Salida Circus for Sunday.
- Sunday, started out breezy. I was at the Bluff setting up the tables and chairs as well as setting up the application forms, tags, etc for participants. ShuShu and Paul, the Kite demo person person showed up. Some concern if it gets too breezy.
- Volunteers from the Boy Scouts and Girls Scouts showed up to help. Paul was flying his kite and so were some of the kids and parents. Families were starting to fill out their forms for the Kite Contest and a severe gust of wind came and sent the tables and chairs flying everywhere. We went into plan B mode, parents helped load both ShuShu and my vehicles up and we went to the reception area at 3rd Street Gallery. Paul talked with the kids and parents. Did a question and answer. Besty, one of the parents posted on FB that the event was moved to 3rd St. Gallery. Some tracked us down. We went ahead and announced the awards for the kites for those that were there. We gave them ribbons. Several other families decided not to come once it moved. We mailed out the Chalk Art winners checks and posted on FB, etc.
- Met with Paul & ShuShu Sunday evening to thank him (he donated his time and gas money, etc.)
- Since the Salida Circus people were already here from Salida, they also came to 3rd Street Gallery and they did some tumbling, magic tricks and fancy balloons. They also had a aerobatic show to do and were going to do it at the Jones Theater after the Lion King played. That was around 4pm.

THANKS TO PATTIE WALL, SAG volunteer for that Sunday for allowing us to invade part of 3rd St.

- The Town of Westcliffe did not charge SAG ANYTHING for the use of both of the Parks. Since the main focus was for the kids and promoting the arts. I made sure both parks were clean and no damage done, so the damage deposits were also returned.
- The Wet Mountain Tribune not only sponsored one of the 1/4 page ads, but charged us 1/2 what they usually do for the other ad.
- Got all receipts, etc to Deb and Linnea for the Treasurers report for Hullabaloo.

TO DO: Set days for 2020. 3rd week in September. NOT DURING ART FOR THE SANGRES

SEPTEMBER / OCTOBER 2019 ROUGH DRAFT Coordinator Report

SAG is working closely with Deb Adams on our role in Star Festival 2020. We are creating a major presence for SAG in this upcoming, exciting new event. Our plans center around these three themes:

STAR TREK Walking Art Gallery Tour designed to encourage families and friends to visit every art gallery in Westcliffe. The concept is designed, and we are beginning to get estimates for printing and event production.

ShuShu, Project Coordinator / Angie, Show Producer

APW 2020 Nocturnal Event SAG is scheduling our next APW for June 2020 to coincide with the ambitious **Star Festival 2020**. We are looking at a special APW Nocturnal Art Paint-Out Event followed by its own awards ceremony and themed reception.

Curt, Project Coordinator

SAG will also be hosting pop-up astrophotography exhibits in various galleries in town featuring leading photographers in the field.

We're looking at pop-up space at 3rd Street and Greenstone Artworks.

According to Terri, sounds like they will be able to accommodate 2 astro photographers during the 2020 Starfest. They would hang the photos on racks in the center of the gallery using both floors. Each photographer could have up to 12 photos depending on size. Wire racks are 2ft wide and 6 ft tall so two photos would have to fit in that space. Will check on their commission decision at end of the month at the SAG BOD mtg. Do you know if they plan to donate their proceeds from sales to STEM?

Linnea and Terri Project Co-ordinators / Angie - Show Producer

GLOW-IN-THE-DARK Kite Night Flight and Community Art Projects

SAG will invite the community to come paint a BIG Community Mural with GITD paints during the day, to be lit at night. Participants can also paint their own GITD rocks so they can take home a little Westcliffe Dark Sky Magic. We are talking to professional mural painter, XXXXXXXX, to come and do a permanent mural somewhere in town. School?

A big LED Night Kite Flight Extravaganza in an open field adjoining the Painted View Ranch, featuring multiple stunt kites lighting up our Dark Sky. Paul Glasspoole, our Hullabaloo Stunt Kite Professional, will be working with us on this event.

ShuShu, Project Coordinator / Angie, Show Producer

We need to build committed teams for each of these events.

We also need to request a decision from the SAG BOD as to what commission 3rd Street should charge. Do you charge the 40% or make an exception because hopefully this is another means to get customers to the gallery over that weekend. Should our commission be contributed to STEM?

Sangres Art Guild (SAG) Monthly Status Report for Website

Status Date: 2019-10-27

Coordinator Name: Paul Biron

Committee / Program / Activity Objectives/ summary:

Maintain/improve SAG website.

Monthly Objectives:

- From last month (I last month's report late and I don't think the BOD saw it)
 - turn on the automated membership renewal reminder emails (sent via Mailchimp)
 - members will get up to 3 reminders: 30 days before expiration, 14 days before expiration and on the day of expiration
 - the reminders give instructions on how to renew online, in person or by USPS
 - clean up the programming behind the website
 - in order to get the new version of the website released last month, I had to "cut some corners" on good programming practice
 - if the programming is not cleaned up (so that it follows best practices) it will be harder to maintain in the future
- From this month
 - Continue cleaning up programming behind the website
 - Monitor automated membership renewal reminder emails

Completed:

- From last month
 - Sep 7: Turned on the automated membership renewal reminders emails
 - because of the staggered nature of expiration dates, the first few members to get the reminders only received the 14 day and day of expiration reminders. We would have

had to wait until some time in December if we wanted *everyone* to receive all 3 reminders

- began work on cleaning up the programming behind the website
- From this month
 - the reminder emails are going out
 - people who are receiving them are reading them (according to the tracking information that Mailchimp provides)
 - but to the best of my knowledge, no one who has received a reminder has actually renewed their membership (e.g., by logging into the website and renewing, or by coming into the gallery and paying)
 - making progress on cleaning up the programming

To Do:

- continue cleaning up the programming

Issues/Concerns/Comments:

I've mentioned before that we use software called Wordfence [1] to keep the website secure from hackers. There are 2 versions of Wordfence: the free version and the premium version.

We are currently using the premium version on the production website (www.sangresartguild.org) and the free version on the development websites (dev.sangresartguild.org, dev2.sangresartguild.org).

SAG did not pay for the premium license we have. I won it at a WordPress conference I attended last year and I donated it to SAG.

That premium license expires on **Dec 11, 2019**. It would be \$99 for one year to renew that license. Would the BOD would consider paying to renew the license?

The free version of Wordfence (which we used on the SAG production site before I donated the 1 year premium license) is very good. I use the free version on all of my own sites as well, as many of my consulting clients' sites.

However, the premium version is much better at pro-actively stopping attacks.

I don't have any hard numbers , but on an average day, there are over 200 attacks on the production website! Often the number is even higher (sometimes close to 1000!).

Every morning I login and review the Wordfence logs looking for hits on the website(s) that look suspicious to me but which Wordfence has not blocked. If the level of suspicion is high enough, then I "retro-actively" block those IP addresses...so that if they try to attack the site in the future they won't be able to.

I would estimate that 75% of the attacks that Wordfence stops on a given day against the production site are being caught by the features of the premium version; the other 25% are stopped either because of features available in the free version or for which I have manually blocked IP addresses in the past.

If the BOD doesn't want to spend the \$99 per year to renew the premium license that is OK. As I said, I use the free version on many other websites and it is perfectly adequate. But having the extra protection of the premium version is a plus if we can afford it.

We've got a couple of months to decide whether to renew the premium license, so there is no immediate rush on making a decision. Again, the license expires on **Dec 11, 2019**.

Note: if we were flush with case, then purchasing premium licenses for the development sites would also be great, but since there are far fewer attacks against them I don't think it would be worth spending the extra money given our limited resources.

[1] <https://www.wordfence.com>

References / Attachments:

Identify any additional information you are including with this status for reference purposes. Be sure to send those to the BOD as well.

SAG Monthly Status Report: SAG Web Site Content Management – Sept. & Oct. 2019

Report Date: **October 25, 2019** – *Changes from two months ago are in blue*

Coordinator Name: Curt Gillespie

Committee / Program / Activity Overview:

- Maintain and update the content of the SAG web site.

Accomplishments for the Month:

- Updated Gallery Criteria page for Terri; 8-26.
- Posted High Peaks winners and re-did that page; 9/2.
- Fixed SAG Arts kids and teens registration page errors; 9/16.
- Compiled and uploaded BOD minutes+Coordinators reports for August; 9/17.
- Uploaded and then re-uploaded updated Arts Hullabaloo info; 9/20&21.
- Posted Hullabaloo chalk art and APW winners; 10/4.
- Processed images for APW & uploaded to APW Show page; 10-14.
- Updated chalk art winners photo, per Shushu's request; 10/16.
- Updated APW Show page; 10/16.
- Posted announcements, updated Membership, MAG, Fall Into Winter, and Forms pages. Updated all forms on Forms page to include reference to Privacy Policy; 10/21.
- Updated Intake Forms again, per Terri's request; 10/25.
- Interfaced and consulted with Paul on various backend web stuff. Paul noted the great number of daily hack attempts on our website, and how our paid subscription to WordFence security software is immensely needed!!!
- Had to get tech support to re-start our spamassassin and eliminate the 100 spam emails I'd get each day from bogus SAG website email addresses.

Communication of SAG Web Page Content Updates

- N/A.

Plans for Next Month:

- Refurbish the Artist's Page Instructions from additional feedback; set a date for training; send membership an email with it.
- From time to time, clean up past pages irregularities.
- Create and upload results from the first 3 years of the SAG calendar, to assure they are recorded for posterity.
- Upload and edit pages as necessary.

Challenges you want the BOD to know about:

- **Having a SAG Email Policy** from which Paul can create the appropriate ability for select individuals to email from within the SAG web site.

Issues/Concerns you need Help with from the BOD:

- **Creating the SAG Email Policy.**
- **Drafting and approving SAG Procedures to support the SAG Privacy Policy.**

References / Attachments: none

SAG Monthly Status Report - Alla Prima Westcliffe – September and October 2019

Report Date: **October 25, 2019** – *Changes from two months ago are in blue*

Coordinator Name: Curt Gillespie

Committee / Program / Activity Overview:

Prepare **and host** the 13th annual plein air paint-out, September 21 – 28, 2019. Refine schedule, awards, sponsors, costs and rules. Arrange for the logistics of it all. Dovetail with Art for the Sangres. Coordinate with Arts Hullabaloo. **Plan for APW 2020.**

Accomplishments for the Month:

- Designed and ordered APW banners for better signage at event locations.
- Sent “save the date” emails to past APW participants.
- Had a final 2019 meeting to assure we were prepped.
- Prepared inserts and stuffed artists envelopes prior to event.
- Did so many other things to prepare for APW that I can’t even remember!
- Held follow-up meeting 10/5/19 to begin planning APW 2020.
- Decided to hold APW 2020 during Sangres Star Festival, 6/13-20, 2020.
- Obtained the promise of a full refund of our \$855 ad in Colorado Life magazine, due to their poor quality print and delayed issue timing (still waiting to receive the refund).
- Paid Music Meadows \$925 for that day of APW 2019. IMHO, too expensive.
- Listed APW 2020 in Plein Air Magazine’s Ultimate Guide to Plein Air Events & Organizations.

Communication of SAG Web Page Content Updates

- APW web page is being updated to reflect changes as they occur.
- Need to add APW 2019 pictures to web page.

Plans for Next Month:

- Follow-up with Chamber of Commerce with justifications for their \$500 grant (done).
- Hold second meeting to flesh out overall strategies for “revised” APW 2020.
- Fill out and apply for CCTB grant of \$1,000 for APW 2020.
- Create APW 2020 web page.

Challenges you want the BOD to know about:

- Timing; we need to plan APW 2020 ASAP so as to notify artists of the changed event dates and revised plans. We’ll have 3 fewer months to “git er done”.

Issues/Concerns you need Help with from the BOD:

- None.

References / Attachments:

- None.