

SAG Gallery Manager Monthly Status Report,

NOV 24, 2019 Terri Wiebke

Accomplishments for the Month:

- ~ Set up 2020 show schedule
- ~ Sales counter moved forward allowing better egress, especially during receptions. Thank you Alicia Waugh for working on this!

Plans for Next Month:

- ~ Updating gallery forms as needed (instructions, intake, etc.)
- ~ Renew sales tax license
- ~ Renew Reception Liquor License
- ~ Write the "Gentleman's Agreement" regarding commission post show

Communication of SAG Web Page Content Updates:

- ~ N/A

Challenges you want the BOD to know about:

- ~ N/A

Issues/Concerns you need Help with from the BOD:

- ~ N/A

SAG Program/Committee Monthly Status Report

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

Report Date: November 22, 2019

Coordinator Name: Linnea Laurila

Committee / Program / Activity Overview:

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

Accomplishments for the Month:

- Curt followed up with CO Life. We will get a free ½ page ad in the May/June edition in 2020 due to poor quality of 2019 ad.
- Held Marketing Meeting.
 - Reviewed Marketing spend from 2019 with committee. Most everything was spent as allocated with a few minor exceptions.
 - Reviewed what would be repeated in 2020. Agreed to add paid Facebook ads for each reception and allocate \$900 toward a publicist. This will become part of 2020 budget. \
 - Another meeting will be held once all expenses and income known for 2019 and can tell if there is extra for additional Marketing.
 - Linnea agreed to be Marketing Coordinator for another year since Committee agreed to allocate \$ to a publicist.
- Met with publicist in Denver
- Publicist provided additional Free PR Calendar listings. Sent these to Pattie Wall
- Provided blurb and photo on APW to publicist
- ShuShu provided marketing assignment ideas. Will review at next meeting.

Communication of SAG Web Page Content Updates

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

Plans for Next Month:

On hold waiting final income/expense numbers

Challenges you want the BOD to know about:

None at this time

Issues/Concerns you need Help with from the BOD:

Found out both Angie and Pattie have been sending out the Free PR notices. This is a duplication of resources. Recommend Pattie do it as she preps the information for her social media anyway. That way it is consistent.

References / Attachments:

None

SAG Monthly Status Report - Show Coordinator/Marketing

Report Date: November 2019

Coordinator Name: Angela Arterburn

Accomplishments for the Month:

- Did Wall Tags for Fall Into Winter Show/also had help with SAG Volunteers
- Sent out email to APW participants to remind them to pick up their artwork. (Called those that did not have an email.)
- Sent out email to membership'Call to Artists' about Intake for Fall Into Winter Show
- Helped with putting up Tags for Fall Into Winter Show
- Did Articles to Tribune.
- Winners for November Fall Into Winter Show were given to Curt for web
- Did article and furnished photo for web, FB, WMT and the new Valley Beat about the 'Drawing for a Drawing'
- Did Ad for November Reception for WMT
- Sent ad to Curt and Pattie to post on Web and FB
- Did Ad for December WMT
- Sent out email to membership reminding them of the December Reception.
- Confirmed entertainment - THANKS LIZ and WILDRA
- Worked with Terri, Patti, Liz and myself for the December Reception
- Helped Terri with some of the Holiday decor at 3rd St.
- Forwarded over to Liz any of the APW participants that either made other arrangements on picking up their artwork. She then let the Gallery sitter know.
- Answered questions regarding APW pick-up and upcoming show.
- AGAIN, BOTH PATTI AND CURT have done awesome jobs with FB and the web.
- Worked with Amy and the CCTB Calendar of Events on their website. They have a new calendar. Still working out the kinks. We now can upload events and I am furnishing photos once we have the 2020 Schedule done. The photos will be the same used on our new Brochure.
- Worked directly with Kathy Reise regarding the Cliffs Calendar. (Yes, we now have 2 community calendars to Post on. Jan Lee is now allowing Kathy to do the posting and Kathy has been great. Any corrections I see need made and she is right on it!)
- Working the the 'Calendar Girl' at KLZR for updated SAG events.
- On our 'marathon' Monday November meeting, I stayed after 5pm with Terri W. and worked on the upcoming 2020 shows, names and dates.

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: •Antiques and Art Tour - Grant has been applied for. Will be working with Jennifer Anderson if the CCTB gets the grant - They have not received work on this, but my understanding is they did not get the grant for this project.

- Though it is not a SAG item, but does affect SAG some, worked with ShuShu, Terri and Sarah Woods on the Rebecca's Fund Spirit Campaign Letter, etc.
- Working with the 'Wine, Women of Westcliffe' Group. They will be hosting at SAG on the 10th and we will be promoting SAG, 3rd St. Gallery, SAT ARTS and the Spirit Campaign. This is about women networking with women.

TO DO:

- Email out reminders for 'Pick Up' for Fall Into Winter Show
- Work with ShuShu and Terri on 2020 Brochure and concept.
- Have a new concept on the Brochure that ShuShu will be presenting.
-

SAG Monthly Status Report

Report date: Dec. 29, 2019

Coordinator: *Pattie Wall*

Committee/Program/Activity Overview: **Free Press/Social Media**

Accomplishments for the Month: Linnea was able to procure a list of important Colorado publications that post calendar events through our publicist, Danielle. Those have been shared with me and I am visiting the sites and learning what info can be submitted and how.

Communication of SAG Web Page Content Updates: N/A

Plans for Next Month: Continue to set up contacts for posting 'calendar' items on list from above. Post at least weekly on FB page, to keep 'reader' interest from waning.

Challenges you want BOD to know about:

"Late News" - is as good as - "No News". If we aren't going to publish news about events - in advance - as patron and member's 'calendars' get full - then why submit any news? Most pubs need the news, 'sooner than later'. It's frustrating to get info about what is to be published in 'dribs and drabs', incomplete or very late...and even to publish something to learn that there was an important piece - missing, which is what I usually get. Sometimes I hold the news back, then beg and beg for the updated info. This is a time waster - we all have things to do. SO 'decision makers' - I REALLY need your help in getting info that needs publication - succinctly and timely - see the next heading....

(Free Press/Social Media cont.)

Issues/Concerns you may need help with from BOD: I have discovered that there are two of us who contact newspapers with 'show/event' info. I see this as counter-productive. So going forward - can we decide WHO will be submitting the 'free press' to newspapers in the region? And if it is ME, then I need the info that is being published submitted to **me** in a timely manner.

References/Attachments: none

SAG VOLUNTEER REPORT FOR NOVEMBER 2019

At the end of the 2019 3rd Street Art Gallery season which ends Dec 23, I'll contact each gallery volunteer to 'roll over' the day/week of each month for the 2020 season. Those who have reserved the same day of the same week each month, May through Dec, will have first option to reserve that same schedule. Next I'll contact the remainder of the 2019 gallery sales staff (volunteers) to offer the opportunity to select the same day of the same week each month for the 2020 season. Finally I'll make reservations for gallery sitting dates with those who are on the waiting list. Currently there are 6 on that list. I am one of those as I will no longer earn my 2nd floor space by sitting the gallery on Mondays and will assign myself one day per month as a gallery sitting volunteer. Finally I'll ask to send an email to SAG members to find out if there are any addition members who are interested in being a gallery sales person to earn space on the 2nd floor. I might need to staff the gallery on Mondays during the 2020 season but am not certain about that at this time.

Respectfully Submitted,
Liz

SAG Program/Committee Monthly Status Report

SAG Monthly Status Report: SAG Web Site Content Management – November 2019

Report Date: **November 29, 2019** – *Changes from last month 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 SAG Arts PDF & page per Linnea; 10-28.
- Posted re-scheduling of Fall Into Winter show intake; 10-28.
- Posted Fall Into Winter reception & adjusted prospectus; 11-6.
- Changed date of Fall Into Winter “event” to reflect December 7 reception; 11-29.
- Finished Paul’s upgrade of the gallery computer to Windows 10.

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.
- **Make payment for Wordfence Premium.**

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 Program/Committee Monthly Status Report

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

SAG ARTS

Report Date: November 21, 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 Nov preschool class
- Updated registration form for Art Camp to clarify Creativity Camp is a separate registration
- Met with Elliot at WCPA to see what if any changes need to be made in our corporation.
- Cancelled Winter Art Blast as dates not working and parents not responding
- Got 3 applications for 2nd preschool class
- Ordered preschool supplies
- Sarah ordered studio oil class supplies and held class
- Review PR that CCKC will do for the class
- Restructure scheduling of 16+ classes for next year.
- Reimbursements for Hullabaloo kites and chalk art, banners, APW workshop students received
- Rebecca's Fund planning meeting attended
 - Provided request/spend summary since RF inception
 - Requested/approved 2020 Art Camp funding
 - Requested/approved preschool funding for a 2nd session on Friday mornings
 - Looking into possible SAG/RF coordinator position
 - Terri got approval to order Aaron Blaise oil painting video and plan class

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

Updated Art Camp registration form. Asked Terri to create a new "brochure" for 16+ classes we can post on web and use for advertising

Plans for Next Month(s):

Follow-up on 16+ class restructuring

Challenges you want the BOD to know about:

SAG Program/Committee Monthly Status Report

None

Issues/Concerns you need Help with from the BOD:

None

References / Attachments:

See SAG website

SAG Monthly Status Report - Alla Prima Westcliffe – November 2019

Report Date: **November 29, 2019** – *Changes from last month are in blue*

Coordinator Name: Curt Gillespie

Committee / Program / Activity Overview:

Prepare and host the 14th annual plein air paint-out, **June 13 – 21, 2020**. Refine schedule, awards, sponsors, costs, rules, etc. Arrange for the logistics of it all.

Accomplishments for the Month:

- Held second meeting to discuss strategies for “revised” APW 2020.
- Was awarded an \$850 grant from Custer County Tourism Board for help to advertise APW.
- Arranged with CCTB a “purchase award” of sorts for a Starry Night painting competition within APW. Details are to be determined.
- Dovetailed with Sangre Star Festival schedule; that is mostly done.

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.
- Need to create APW 2020 web page.

Plans for Next Month:

- Create APW 2020 web page.
- Create summary of APW tasks so they can be delegated.
- Call another meeting to get details of APW done, so the web page can be done and communicated.

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.

SAG MEMBERSHIP REPORT FOR NOV 2019

49 Have expired in 2019

10 Membership renewals for October - December 2019 - To be Paid
1 in Grace Period

SAG has 11 Current members of which:

52 Member renewals for January 2020 - Renewal Reminder to be sent.

Thanks,
Alicia Waugh
Membership Co Ordinator

ART IN PUBLIC PLACES Nov 2019 Report

There is no news about AIPP.

All four venues are displayed and I did not do a refresh early September as I thought I would. No one has complained.

Thanks for your help

Karen

SAG Monthly Status Report - Arts Hullabaloo

Report Date: November, 2019

Coordinator Name: Angela Arterburn

Accomplishments for the Month:

- Thank You to Town of Westcliffe for the use of Jess Price and Bluff Park at NO CHARGE!
- Got Breakdown of expenses and incoe to Linnea for Budget
- Have started working on the expansion of Hullabaloo for 2020

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

Also, possibly in August, but feel if we want to include any programs in the school, it needs to be in September.

- Work with ShuShu on new possible programs, etc. Need to know first part of year so we can work with the expansion and marketing.

SAG Monthly Status Report - Spirit Campaign 2019

Report Date: November 2019

Coordinator Name: Angela Arterburn

Accomplishments for the Month - Summary:

- Worked with ShuShu and Terri for final Spirit Campaign Letter
- Scanned in Spirit Campaign Coupon and made copies to be sent with Letter
- Cut Stamps and Typed Labels for the Spirit Campaign mailing
- Ordered the letters to be printed (Note, in the past, it was a 1 sided letter that was run off on a Laser copier, than folded and stuffed in the envelopes for mailings - This year, a nicer product that was 2 sided and had to be professionally printed to better represent SAG.)
- Got 'mail back' envelopes labeled and ready for the mailing as well.

Communication of SAG Web Page Content Updates

- Got info the Pattie and Curt for posting on FB and Web.
- Pattie will do a shorter version with coupon in about a week as a reminder on FB.

Plans for Next Year:

- Since we will probably be going to print, need to have the print piece finalized the FIRST WEEK of November and ordered so when the coupon is available we can get it done in a more timely manner.

TO DO:

- Would like to do a write up about SAG and what we do for the paper, maybe so it as an ad with reference to people supporting SAG through the Spirit Campaign. I noticed that some of the other entities are doing that this year.
- When we get the names of those that participated in the Spirit Campaign, break down for Thank Yous.