

SAG Gallery Manager Monthly Status Report

April 24, 2020 Terri Wiebke

Accomplishments for the Month:

- ~ Revised SAG Bin Art Guidelines for 2020 onward.
- ~ Installed the new printer for the gallery.
- ~ Working with SHuSHu & Angie to create a virtual Gallery Show to be ready May 2nd.

Plans Still Pending for Next Month (or so):

- ~ Reschedule Annual Volunteer Meeting with Liz
- ~ Purchase reception and gallery supplies.
- ~ Change door keypad
- ~ Continue updating gallery forms as needed (instructions, intake, etc.)
- ~ Establish Privacy Policy for 2020 Volunteer Training
- ~ Write a "Gentleman's Agreement" regarding commission post show with Andy Mast.
- ~ Schedule a few "Gallery Spruce Up Days" depending on when we open for the 2020 season. We'll need help from the BOD and membership! Get these dates to Pattie and Curt to get out to membership soliciting their help.

Communication of SAG Web Page Content Updates:

- ~ Have Curt put the updated 2020 Bin Art and SAG Arts information on the website.

Challenges/Issues you want the BOD to help with:

- ~ Should we reconfigure the format of the Show Openings and Reception and not have a defined time, but perhaps a full day to spread the people out?
- ~ Scheduling options for "Gallery Spruce Up Days".

Balance Sheet and P&L for SAG April 2020

Looks like we have lots of \$, but we have a big bill coming up for the Calendar printing. We had budgeted a big loss for APW and that will not happen since it is cancelled. The budgeted loss for SAG Arts may not happen either since we will likely not hold much in non-RF funded classes. The gallery may see a bigger loss than budgeted as who knows what will happen with customers and art show entries.

Bottom line, we'll likely have a smaller loss than predicted or at least be even because of stuff that was cancelled. We can reassess as we get closer to Hulla-baloo as maybe we can reallocate money depending on situation at the time.

Linnea
SAG Treasurer

Sangres Art Guild

PROFIT AND LOSS

January 1 - April 23, 2020

	TOTAL
Income	
3rd Street Gallery Income	
Art Sales - SAG Commission	99.00
Donation for use of Gallery	20.00
Miscellaneous sales	5.00
Refunds/Discounts	7.57
Total 3rd Street Gallery Income	131.57
APW	430.02
APW Grants	850.00
APW intake	0.00
APW Sponsorships	100.00
Total APW	1,380.02
Calendar	
Calendar Intake	720.00
Calendar Sales - wholesale	150.00
Calendar Sponsorship	3,110.00
Total Calendar	3,980.00
SAG Arts	
art camp	625.00
Preschool Art	599.91
Total SAG Arts	1,224.91
SAG Business	
Donations IN	35.00
Spirit Campaign	3,544.17
Total Donations IN	3,579.17
SAG Membership	1,905.00
Star Festival	500.00
Total SAG Business	5,984.17
Total Income	\$12,700.67
GROSS PROFIT	\$12,700.67
Expenses	
2020 Star Festival	193.47

Sangres Art Guild

PROFIT AND LOSS

January 1 - April 23, 2020

	TOTAL
3rd Street Gallery Expense	
Advertising/Promotional	461.75
Bank Credit Card Fee	93.31
card expense	84.00
Fall Into Winter	198.78
License renewals	145.00
Postage Paid	10.50
Supplies	
Office Supplies	42.17
Total Supplies	42.17
Utilities	740.12
Total 3rd Street Gallery Expense	1,775.63
APW Expense	650.00
Calendar Expense	375.00
SAG Arts Expense	24.18
Preschool	570.00
Total SAG Arts Expense	594.18
SAG Business Expense	
Accounting Fees	235.00
Post Office Box Rental	76.00
Postage	76.40
Scholarships Awarded	1,000.00
Website	105.18
Total SAG Business Expense	1,492.58
Total Expenses	\$5,080.86
NET OPERATING INCOME	\$7,619.81
Other Income	
Interest Income	7.74
Total Other Income	\$7.74
NET OTHER INCOME	\$7.74
NET INCOME	\$7,627.55

Sangres Art Guild

BALANCE SHEET

As of April 23, 2020

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Cash drawer	150.00
CMB Checking	14,509.83
CMB Savings	12,941.86
PayPal	56.63
Petty cash	117.30
Total Bank Accounts	\$27,775.62
Accounts Receivable	
Accounts Receivable	0.00
Total Accounts Receivable	\$0.00
Other Current Assets	
Undeposited Funds	0.00
Total Other Current Assets	\$0.00
Total Current Assets	\$27,775.62
TOTAL ASSETS	\$27,775.62
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
CMB VISA Credit Card	0.00
Total Credit Cards	\$0.00
Other Current Liabilities	
Artist's Share Payable	0.00
Colorado Department of Revenue Payable	0.00
Sales Tax Payable	0.00
Total Colorado Department of Revenue Payable	0.00
Sales Tax Agency Payable	0.00
Total Other Current Liabilities	\$0.00
Total Current Liabilities	\$0.00
Total Liabilities	\$0.00
Equity	
Opening Balance Equity	9,276.80
Unrestricted Net Assets	10,871.27
Net Income	7,627.55
Total Equity	\$27,775.62
TOTAL LIABILITIES AND EQUITY	\$27,775.62

SAG Monthly Status Report - Show Coordinator/Marketing

Report Date: April 2020

Coordinator Name: Angela Arterburn

Accomplishments for the Month:

- Did Calendar Zoom meeting
- Worked with ShuShu, Terri and Annie on upcoming Calendra Show. Re-Shot artwork.
- Got article to Tribune regarding upcoming May 2nd Virtual show for Calendar.
- Contacted my contacts for APW, letting them know of postponement until 2021.
- Continue to Work with both Community Calendars regarding changes in SAGs 2020 Season.
- Contacted Galleries to let them know that the Star Festival was not happening, therefore neither was the Star Trek Gallery Walk. Did let them know we might do something later in the year, depending on how things go.
- Typed Wall Tags for Calendar Show
- Worked on changes for the 2020 SAG season mailing and worked on getting the mailing out. Stickers were placed on the APW side of the bookmark, stating that APW was postponed until 2021, etc., Coupon put in as well that stated for patrons to please check the website for any updates as to changes in the upcoming shows, etc, due to the COVID-19.

Communication of SAG Web Page Content Updates:

- Possibly reword the future prospectus for each Show to Curt for Website.

Plans for Next Month:

- Once decision is made regarding possibly changing the 2020 SAG Season Schedule, will make changes on Calendars.

OTHER:

TO DO:

- Still need to finalize Email procedure. Was to be discussed at the Volunteer meeting that was canceled. Who will send, which coordinator, possibly how many - need to follow up on email sent out a couple of months ago. My month was busy with working on the upcoming Calendar show and the Virtual tour.
- Work with Terri on any changes to the prospectus's for upcoming shows.
- Do ad for possible June 6 reception for Calendar Show.
- Work with Terri and Liz regarding next Volunteer Meeting and opening up of 3rd St. Gallery and new guidelines.
- Work with Terri regarding filling out paper work required from the City of Westcliffe and Custer County Health regarding opening up the gallery and our guidelines.

SAG Monthly Status Report

Report date: April 24, 2020

Coordinator: Pattie Wall

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

Accomplishments for the Month: Posted SAG announcement that Calendar show will go with a virtual gallery and to stay tuned. Also posted that APW was canceled for June. Tried encouraging other artists via a post and a mass email, to self-promote on 3rd St page, I did, Curt did, I did one for Tim Diff and Jamie A..no one else did at this point.

Communication of SAG Web Page Content Updates: N/A

Plans for Next Month: Will be posting the link to view the virtual slideshow as soon as I receive it.

Challenges you want BOD to know about: You can lead a horse to water, but you can't make it drink.

Issues/Concerns you may need help with from BOD: see email

References/Attachments: none

Sangres Art Guild (SAG) Monthly Status Report for Website

Status Date: 2020-04-27

Coordinator Name: Paul Biron

Committee / Program / Activity Objectives/ summary:

Maintain/improve SAG website.

Monthly Objectives:

What the project wanted to accomplish for this month. This should be updated each month based on planned activities.

Continue cleaning up the programming behind the web site.

Completed:

- no progress on cleaning up the programming...been busy with other things
- advised Curt, Terri, Patti & Shu-Shu about the best way(s) to post the virtual Calendar Show slideshow to the SAG web site
 - the easiest way is to upload the slideshow (as an MP4 file) to YouTube, Vimeo or other video sharing site and then "embed" it from that site into the SAG site
 - however, there are potential problems with that approach (see **Issues/Concerns/Comments** below)
 - an alternate approach would be to upload it directly to the SAG site (again, as an MP4 file) and serve it directly from there
 - the MP4 file is likely to be large. While that's not a problem in terms of disk space (we've got "unlimited" disk space with our hosting account), it will make the daily backups take longer (and thus, more likely to fail...although the risk of that is still small). It will also making it harder for me to sync the production and development versions of the site (both on the local computer and on dev.sangresartguild.org), again, because of the likely large size of the slideshow file

To Do:

- Continue cleaning up the programming behind the web site.

Issues/Concerns/Comments:

While discussing the Calendar Show slideshow (see above), I heard about a federal judge's ruling (in New York) on copyright issues surrounding posts to social media services (such as YouTube, Instagram, Facebook, etc). I shared that case with the participants in the slideshow discussion (see below).

As I stressed to everyone in that discussion, I am not a lawyer (IANAL), but here's how I read the judge's ruling in that case:

1. the Instagram Terms of Service (ToS), grant Instagram the legal right to *sub-license* any copyrighted work that is (publicly) posted to Instagram to **any** other user of Instagram's embedding API
2. if a copyrighted work that is (publicly) posted to Instagram is embedded in some other web site that the copyright holder objects to, the copyright holder has **no legal right** to demand: a) compensation for the use of their copyrighted work by the embedding site; or b) the embedding site remove the embed. The copyright holder's *only* recourse is to: a) remove the post from Instagram; or b) make the post *private* on Instagram.

Since IANAL, I do not know whether the judge's ruling is binding outside of that particular case. I'm also not sure whether it applies to other social media services, but since they all include similar *sub-licensing for embeds* I think it probably does, although the **exact** wording of the ToS of those other services *might* result in a different ruling.

Why is this relevant to SAG? Because we get permission from members (and non-members who enter our shows) to use their work for "promotional purposes". Those promotional purposes have included (but are probably not limited to):

- posting on the SAG web site
- posting to SAG's social media accounts (Instagram, in particular)

So, any work that SAG has posted to SAG's Instagram account could be embedded on some other web site. If that other web site said "Hey, look at all this **great** art work" I seriously doubt any member would object (or ask to be compensated). But if that other web site said "Hey, look at all this **crappy** art work", I'm sure some would object! But their only recourse if they did object would be to ask SAG to remove the work from Instagram...which is easy and not a problem.

The point of the above is **NOT** to argue that SAG should remove the things that have posted to SAG's social media accounts!!!! It is also **NOT** about whether some other web site that embeds one of SAG's Instagram posts is *stealing* members' copyrighted work (because it isn't, the offending web site explicitly has a legal **license** to do it, because of the ToS)!!

The point is, however, to ask:

How many members (and non-members who enter our shows) realize that by giving SAG permission to use their work for "promotional purposes", they *may* find their work embedded on a "look at all this crappy art work" web site (however small the possibility of the happening is)?

How many of our artists, if they were to find their work on such a web site, would be able to tell the difference between it being **embedded** vs. **stolen**? (look at the Mashable article below (#2) and ask yourself "Which of the images in that article is an Instagram embed?")

My guess is that very few realize that!

So, my ask of the BOD is to:

1. review the wording we have used to seek permission to use artists' work for "promotional purposes"
2. make sure that is **perfectly clear** that by giving SAG that permission, artists realize that they *may* find their work appearing on non-SAG web sites. That is, if someone could *reasonably* say "I didn't think *that* was included in the meaning of 'promotional purposes'" then the current wording is **not** clear; and if it not clear, then I don't think the permission they have given us is "informed consent"

3. if the BOD decides the current wording is **not** clear (hint: I don't think it is) then they:
 - need to revise the wording so that it is clear
 - get everyone who has previously given us permission to reaffirm that permission given the new wording

If you need any further explanations about the above, don't hesitate to ask!

References / Attachments:

1. <https://www.hollywoodreporter.com/thr-esq/court-rules-photographer-gave-up-licensing-rights-by-posting-instagram-1290170>
this is the news report about the court case that I shared with those discussing the slideshow. This includes the full text of the judge's decision
2. <https://mashable.com/2016/03/19/female-photojournalists-social-justice/>
this is the article the court case in #1 was about

SAG Program/Committee Monthly Status Report

SAG Monthly Status Report: SAG Website Content Management – April 2020

Report Date: April 25, 2020 – *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:

- 3-27: Updated Hullabaloo and SAG Arts pages.
- Working with Paul and committee on placing the Calendar Virtual Show online and the legal implications of uploading it to social media (good catch Paul).

Plans for Next Month:

- 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.**
- **Get explicit permission from all SAG exhibitors to post their images online. Can be done by everyone re-signing a new waiver with appropriate wording (yet to be determined).**

References / Attachments:

- None

SAG Program/Committee Monthly Status Report

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

Report Date: April 23, 2020

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:

- Followed up with Publicist to let her know APW was cancelled and May 2nd Calendar reception postponed, but there will be a virtual show.
- Due to snafu are part of PA Magazine, Curt will get money back. This was part of the CCTB Grant money.
- Angie printed Hullabaloo bookmark which will go out with Calendar mailing of 3rd Street brochure. Label on envelope updated with recent information regarding virtual calendar show.

Communication of SAG Web Page Content Updates

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

Plans for Next Month:

- Send info on virtual calendar show to publicist.
- Mail 3rd Street Gallery brochure with new label and warning to check website for date changes.

Challenges you want the BOD to know about:

None currently

Issues/Concerns you need Help with from the BOD:

None currently.

References / Attachments:

None

SAG Monthly Status Report - Alla Prima Westcliffe – April 2020

Report Date: **April 25, 2020** – *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:

- Decided on April 14 to cancel this year's APW due to the COVID-19 pandemic. The Sangre Star Festival canceled their event, with which we were coordinated, on April 10.
- Sent notices of the cancelation to the 7 pre-registered folks, SAG members, and to our 160-people e-mailing list for APW.
- Made refunds of all registration fees.
- Asked committee to contact our sponsors and ask them what to do with their sponsorships.
- Lorie notified judge Lorenzo Chavez about the cancelation.
- I asked PleinAir magazine for a status update on the refund for that mis-placed ad worth \$650.
- Linnea is working with Deb Adams on accounting for the Dark Skies and Tourism Board grants.
- Angie will take APW off the community calendar(s).
- Angie is stickering over the APW side of the bookmark, now mostly for Hullabaloo.

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:

- Contact remaining sponsors and ask what to do with their gifts.
- Add sponsors to this year's (canceled) APW web page, so that their link is still active.

Challenges you want the BOD to know about:

- None.

Issues/Concerns you need help with from the BOD:

- None.

References / Attachments:

- None.

SAG Monthly Status Report - Arts Hullabaloo

Report Date: April 2020

Coordinator Name: Angela Arterburn

Accomplishments for the Month:

- With the Stay-At-Home and the majority of events for Custer County being postponed or canceled until maybe September, feel we need to brain storm how to revise Hullabaloo.

I know this isn't an accomplishment, but something that needs to be done.

We did lose a \$1,500 sponsor due to the COVID-19.

Also, until things open up, like school, etc., can't get the confirmation we need on some of the projects.

TO DO:

Re-evaluate and Brainstorm structure of Arts Hullabaloo with the 'distancing'.

- Along with the brainstorming, decide how best to do Hullabaloo and utilize RF as well as promoting the arts, etc.

Website:

- Keep Curt updated on any changes, once we have them.

FB:

- Pattie posted on upcoming Hullabaloo events, once decided.

SAG Scholarship Report

April 2020

Jan Kraus

Committee / Program

Annual \$1,000 arts program donation to Custer County Schools, normally dispersed during the months of April/May. Annual scholarship award, up to \$1,000.00.

Monthly Objectives:

Receive completed scholarship applications from eligible high school students by April 30th deadline. Facilitate annual donation to Custer County arts program.

Completed

\$1,000 in roll-over scholarship funds from 2019 was awarded to Michael Batson to further his post-graduate fine arts studies.

To Do:

Decide if potential scholarship recipients get extra time to turn in paperwork, or make the decision to roll over this year's funds. No confirmation from Carrie Smith at this point, and no on campus school for remainder of year.

Issues/Concerns/Comments:

Nothing new at this time

References / Attachments:

none

SAG Program/Committee Monthly Status Report

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

Report Date: April 23, 2020

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:

- Received a second Art Camp intern application. Terri sent note that decision will be in May.
- Reminded Terri that I am leaving it up to her whether we old any Teen/Adult classes this summer.
- Sent reminder to Sarah about getting RF funding approved for Art Camp
- Cancelled May 1st Preschool Art due to unknown restrictions for COVID-19. Surveyed parents if they would like summer classes and they do.
- RF meeting scheduled for March 25th was cancelled.
- Had discussed "minimal" brochure for Art Camp. Currently on hold pending confirmation we can hold it. Waiting announcement of next round of COVID-19 restrictions.

Instructor led classes completed in 2020:

None yet. Complicated by COVID-19 so none scheduled

Communication of SAG Web Page Content Updates

Curt update web last month per Linnea's feedback

Plans for Next Month(s):

Send out announcement on Summer Preschool Art Classes, tentative date are June 19, July 17 and Aug 21.

Finalize decision on Art Camp. Notify instructors.

Remind Sarah about At Camp funding and RF job description.

Follow-up on scheduling and flyer for Teen/Adult classes with Terri

Follow-up on Art Camp flyer

Once Terri has decided on classes, then can decide on "minimal" brochures or marketing for Teen/Adult classes.

Challenges you want the BOD to know about:

None

Issues/Concerns you need Help with from the BOD:

None

References / Attachments:

See SAG website