

22 FEB 2021 SAG BOD Meeting Minutes

Attendance: Robert Gaarder, Terri Wiebke, Linnea Laurila, Angie Arterburn, Kathy Lindvig, Sandra Dalton, Teresa Farish, Shu Shu Clark, Bridget Dean-Pratt

Approval of 25 JAN SAG BOD Minutes - as amended (4-6 newsletters yr.)

Motion: (1) Angie (2) Kathy; approved.

Approval of Budget -Kathy: discussion about Mail Chimp purchase

\$352/year; from SAG Business; with this addition.

Motion: (1) Robert, (2) Angie; approved.

Robert talked about

RACI - familiarity w accountability/ any needed information

Review of Meeting Norms

1. Meetings 4th Monday ea month @ 4:30pm MT
2. Meeting - no longer than 1.5 hours; if needed, schedule another meeting
3. Quorum for a meeting is 5 board members
4. Decisions will be made by majority of board members, currently 5.
5. Agenda items to be submitted 2 days in advance of meeting.
6. President prioritizes meeting topics; puts together an agenda
7. Participants requested to participate in Zoom meetings w both audio & video.

Rationale: Communication-non-verbal/verbal; Connection-team-building

Email / Phishing: Robert looked into issue of persistent unwanted emails;

- Check w IT to see if a connection/ on contact list w offending <Naver.com> & others. Paul works continuously to take down scam/spam emails; Linnea will speak w Curt & get back to Robert. (Meanwhile, we should remain aware, check who email comes from, "Do not open", & forward to "reportphishing.com".)

Social Media- Sandi: suggestions from board

- questions about what to post to promote artists when artists win competitions
- if artist won awards elsewhere, can this be reported?*i.e. acknowledge awards but not publish artwork (privacy policy)*
- is written permission needed to post outside SAG artwork? Congrats ok, art work may be if already public?
- newsletter-can invite artists to take the initiative & ask us to post
- report about other shows/opportunities (*i.e. Fremont Art Show*)
- be more reciprocal with Pueblo & others to share info.
- Board Member contacts can be made available
- Spotlight on artists

- promote artists as they are working/ show steps of “works in progress”
- Robert questions about SAG Instagram - needs followers/Likes
- Mail Chimp- best way to distribute (*user & password needed*); distribution list uploads contacts & offers them a way to “unsubscribe” if do not want
- May need to format handout for new guests & those without email; Terri volunteered ShuShu for creative branding efforts; “SAG BRAG”

Spirit Campaign Review - Linnea suggestions from board for Terri and Shu Shu

2020 Spirit Campaign SAG expended \$500/ mailing costs to receive \$140.

Had in the past sent a notice to member list & hard copy only to past donors.

This year, 10 new donors; Only one donor (\$20) was definitely due to the SAG hard copy mailer. 3 donors (\$120) MIGHT have been due to the hard copy mailer.

Ideas: Angie suggested coupon mailer to 81252 or CO only; Linnea mentioned \$40/500 postcards- consider for past donors only vs. sending to all members ShuShu brought up many 2020 variables (*post office delays, Covid*)

Teresa: find out & focus more specifically on likely donors/ hard copy; send brochure as email

Linnea: suggests using a panel of brochure as heads up for Spirit Campaign

Terri: target specific donors to present idea 100% match Sangre de Cristo Elec

Solution proposed: email for members; postcard for past donors; SAG mention in catalog

Robt: Terri & ShuShu to come up w proposal for SAG BOD; \$250 now budgeted

Other

ShuShu: With goal to increase donations; consider rings of targets to increase size (core, fans & SAG artists, gallery purchasers/sign-ins...)

Teresa: ask new gallery viewers/ purchasers if want to receive newsletter

Summary of Decisions Made:

-approved JAN Minutes

-approved Budget with +Mail Chimp

Coming Up: Homework: Read By-Laws for MAR Meeting- Linnea to discuss

Respectfully submitted,

Bridget Dean-Pratt, SAG Secretary

(1.15)