

SAG Program/Committee Monthly Status Report

SAG Monthly Status Report: SAG Website Content Management – September 2021

Report Date: **September 22, 2021** – *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:

- Since my last report in June, I uploaded bunches of stuff for various content owners (so much I can't remember & didn't record).
- Repeatedly worked with Terri and Shushu on proofing and improving their graphics to make them appropriate for the website. During the past two months, that process did not work smoothly, but has recently improved.

Plans for Future Months:

- Upload and edit web pages as necessary.
- Create and upload results from the first 3 years of the SAG calendar, to assure they are recorded for posterity.

Challenges you want the BOD to know about:

- **Having SAG Procedures to support the SAG Privacy Policy → Still pending!**
- **Replacing me as website content manager.**
 - I have had tentative plans to train Don Vawter (yet to be done) on taking over *some* aspects of the website content management. But if he doesn't want to take over *all* of it, the Board needs to decide who additionally will do the job, so that a smooth transition can be accomplished before the end of the year. I will be following up with Don soon.
 - I have enjoyed working with Paul Biron (an excellent teacher) and learning about our website content management; and more recently with Sandi on Mailchimp. This website business has been a very large task, and has consumed a lot of my time over the last 10 years, to the detriment of my own business. I need to move on.

Issues/Concerns you need Help with from the BOD:

- **Drafting and approving SAG Procedures to support the SAG Privacy Policy → Still pending!**
- Approval of the second draft of the SAG Email Policy after I re-write it.

References / Attachments:

☐ None

SAG Monthly Status Report - SAG Show Coordinator

Report Date: 9/25/2021

Coordinator Name: Angela Arterburn

Committee / Program / Activity Overview:

Accomplishments for the Month:

SEPTEMBER SHOW:

- Helped some with September Reception.
- Took photos
- First of September Curt with web, Sandi with FB and I had various internet problems. People's Choice Winners went out a little later.
 - Articles and photos sent to Tribune
- Promoted Lorie's Silent Auction plein air pastel.
- Continued to work with Sandi on info for FB.

MEETINGS:

Met to discuss plans and future of 3rd St.

Met with Marketing.

VALLEY STRONG COMMUNITY DINNER

- Arranged for 3 Tables for SAG
- We seated 23 people - some of whom were not SAG members
- Handed out 3rd St. Gallery Brochure and Arts Hullabaloo/TF Rack Cards
- SAG members Alisha Waugh, Sharon Walker and Terri Wiebke helped.
- Had some cancel due to COVID concerns

OCTOBER SHOW

- Will help hang show.
- Take photos
- Hang Porch Banners
- Work with Curt and Sandi

SAG Program/Committee Monthly Status Report

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

Report Date: September 22, 2021

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:

- Np preschool art in September. Started to query parents for next session starting in October.
- Started 3rd session of Open Drawing. Held sessions Sept 9 and 16.
- Art Camp invoice request reimbursement from RF was approved by RF.
- Sent Preschool Art summer session invoice for approval to Terri to send on to RF.
- Sent email to Lorie to see if she is ready to commit to another Basic Drawing class.
- Sent email to Mary Leslie to see if she is still willing to teach an encaustics class. Since she is opening a new studio and gallery in Salida, she may no longer be interested,

Instructor led classes completed in 2021:

Basic Drawing Workshop June 4 and 5

Open Drawing Sessions June 10, 17, 24, July 1 and 8

Open Drawing 2nd session July 15, 22, 29, August 5, 19.

Open Drawing 3rd session Aug 26 (free), Sept 9, 16. 23rd, 30th and Oct 7 scheduled.

Preschool Art – monthly except Sept.

Communication of SAG Web Page Content Updates

Need to update Art Camp docs in October. Preschool Art is updated.

Plans for Next Month(s):

- Complete enrollment and plan projects for Fall/Winter Preschool Art 2021/22 attendees. Hold Oct 16th session.
- Update Art Camp documents on website after discussions with Terri
- Discuss Pastel Class and Color Charting classes with Terri.
- Follow-up with Mary Leslie on possible encaustic class.
- Follow-up with Lorie on dates for holding a fall Basic Drawing.

Challenges you want the BOD to know about:

Getting students for the Teen/adult classes to offset expenses. Getting instructors in the summer.

Issues/Concerns you need Help with from the BOD:

None currently

References / Attachments:

See SAG website

PROS and CONS of Gallery Options

Gallery discussion meeting was held on September 9th. Attendees were Terri, Angie, Bridget, ShuShu, Sandi and Linnea with input via email from Teresa and Robert. Between the original 2 options, cut the apron strings and redesign SAG (Linnea, ShuShu, Terri, Teresa) and keep open as is as long as possible (Angie, Robert, Sandi, Bridget), the board is essentially split so not much progress was made on a final decision. We did have a lot of discussion on a hybrid option to hopefully come to a compromise.

The 3 options:

1. Operate gallery status quo in 3rd St space as long as possible
2. Hybrid plan: Utilize current space for as long as possible, but do not run as a regular store front (i.e., open 4-5 days per week). Use space for storage, meetings, classes and shorter/fewer 2022 shows.
3. Cut apron strings and vacate gallery at end of this year, 2021

The hybrid option would still utilize the 3rd Street space, but it would not be run as a regularly open store front. SAG would start to plan shows using a "Pod" or team system. This would involve assigning a team to each show or event to plan, execute and staff the event including open sales time and receptions for that particular event or show. If SAG suddenly loses the space, the Pod would be responsible for finding a new venue and moving the show.

The Pod concept is the same concept that would be used if SAG cut the apron strings, but instead of planning the shows using 3rd Street as the venue until sold, the shows/events would start out planned at their new chosen venue.

Here are the pros and cons for the 3 big concerns: cost, resource demand and marketing/graphics:

Option 1 Gallery as usual

\$: Most expensive option. \$0 in savings. Potentially increases in cost if SAG stays in the space in the winter when the utilities are most expensive and then must find new venues in the summer and fall and a storage option.

Resources: Most resource utilization. Need to find a replacement for Liz and continue to use member hosts to staff the gallery. May need to find a replacement for Terri. She is being non-committal, but does say she wants time back for herself, one reason why she favors the Pod concept. If lose space, need to expend resource to regroup to plan and staff shows at new venues.

Marketing and graphics: Graphics would need to be created without a location or reference 3rd Street. If show must move, put a sign on the door. Electronic graphics (Facebook, website) can be updated but will take added resource to change and post new graphics.

Other: SAG maintains a "Home Base" temporarily. Maintaining a footprint in the building might provide an "in" to future office/storage space there. Also keeps SAG there in the unlikely event a wonderful philanthropist buys the building. The threat of losing the space always hangs over SAG's head for decisions on all events and programs so cannot plan or market as freely.

Option 2 Hybrid

\$: Intermediate expense as likely can get rid of a paid gallery manager at \$1000, but not utilities, and other misc expenses stay. If the building sells in the spring or summer, could end up with both utility costs and costs for new venues and storage negating any savings.

Resources: No need to find a replacement for Liz or scheduling of 3rd Street gallery hosts. Instead, those hosts would be used to staff the Pods. Gallery Manager likely not needed but would need a person to make sure the building stays in decent shape, but job is much smaller.

Marketing and graphics: Graphics would need to be created without a location or reference 3rd Street. If show must move, put a sign on the door. Electronic graphics (Facebook, website) can be updated but will take added resource to change and post new graphics.

Other: SAG maintains a “Home Base” temporarily. Maintaining a footprint in the building might provide an “in” to future office/storage space there. Also keeps SAG there in the unlikely event a wonderful philanthropist buys the building. The threat of losing the space always hangs over SAG’s head for decisions on all events and programs so cannot plan or market as freely. SAG has extra resource via access to the hosts, so workload is better distributed so that less stress on BOD.

Option 3 No gallery

\$: Least expensive option as gets rid of approximately \$3500 in expenses to run the gallery, mainly the gallery manager and utilities. However, would need to find a storage facility which might cost up to \$900/year. Might be able to find a member willing to help for less than that or invest in a trailer for storage. \$2600 savings. The savings can be used to pay for new venues and even pay sales staff if needed. Each show could be budgeted to pay for itself.

Resources: No need to find a replacement for Liz or scheduling of 3rd Street gallery hosts. Instead, those hosts would be used to staff the Pods. No resources required to maintain the building. Need to find a storage option.

Marketing and graphics: Can plan shows and events in their new venues and create graphics with accurate locations.

Other: Can make a big splash for the “redesigned SAG”. SAG has extra resource via access to the hosts, so workload is better distributed so that less stress on BOD.

SAG Coordinators Report

by Angela Arterburn

September 2021

SAG Monthly Status Report - Arts Hullabaloo

Report Date: 9/24/2021

Coordinator Name: Angela Arterburn - Chair

Linnea Laurila - Co Chair

Committee / Program / Activity Overview:

Finalizing each day.

Had to work around some people's commitments due to COVID concerns.

Friday - All Aboard and Chalk Art

Saturday - Quick Draw Competition - Curt

Jess Price Park full of activities, with various Creative Stations

Hands On Pottery Demo and Build your own at Wild Iris

Salida Circus - Face Painting, Bubble Machine, Balloon Twisters, Stiltwalkers.

Non-Profits involved: SAG, Rebecca's Fund, Dark Skies, All Aboard Westcliffe,

Sunday - At The Bluff - Kites, Paper Planes, Solar Telescope and Planet Walk

Dark Skies involved.

Activities encourage artistic creativity.

~ Event designed to have organizations man and set up their 'creative stations', which takes the burden off of SAG volunteers.

~ Time of event a plus for SAG, should draw more people to SAG reception. Bring more awareness to the public and families of what SAG has to offer.

~ Fall Colors will help draw participants to Westcliffe.

Working on Confirming 'Alternative' spaces in case of bad weather.

Got info to Sandi for FB

Sent info to Trib and surrounding papers - PR releases.

Got schedule to KLZR Calendar Page

Challenges you want the BOD to know about: Not so much with the BOD, but will be asking membership for some help.

Issues/Concerns you need Help with from the BOD: N/A

References / Attachments: None

Check SAG website for updates.

AIPP

September 26, 2021

By Karen LeBlond

Just a heads up....

Art In Public Places will be refreshing our venues Thursday October 14 at 10 AM.

These venues include West Custer County Library Community Room, Ranchers Roost and the main lobby and offices of Kirkpatrick Bank. There will be an eblast sent to all members within the next week. However if you would like more information now please give me a call at **719-371-3249** or email karenleblondpottery@gmail.com.

I have seen the work that is represented in the September show at SAG and the upstairs show. There are some lovely pieces that would be perfect for any of these locations. There is a criteria letter that explains the procedure and you must be a current member of Sangres Art Guild.

Thanks

Karen LeBlond

Coordinator for AIPP

SAG Monthly Status Report – Social Media/Free Press

Report date: September 27, 2021

Coordinator: Sandi Dalton

- Committee/Program/Activity Overview:

Post announcements to Facebook and Instagram

Mailchimp communications

Newsletter

- Accomplishments for the Month:

Facebook & Instagram postings – Stats sent separately

Mailchimp – after two bouts of not being able to log into Mailchimp, it is currently working for me & multiple notices have been sent to membership

Newsletter is on hold until further notice, due to the current status of SAG as well as the demands on my time that were outside of the ordinary just to get the basics of my job duties accomplished.

- Communication of SAG Web Page Content Updates:

In the past, I was kept in the loop on SAG Web Page update requests. The updates are made at unplanned times, and I am not informed. Additionally, I am often provided information to post that is in conflict with is on the website and when new and improved graphics are posted to the website, they are not passed along to me, by direct file or mention.

- Plans for Next Month:

FB & IG postings

- Challenges you want the BOD to know about:

All or most of the BOD is aware of the lack of communication, some of it intentional and stated as such, between parties responsible for shows, events and non-social media marketing activities.

Things are repeatedly sent to me for posting that cannot be posted because they are in conflict with what we have on the website or simply inaccurate.

Too many last-minute changes, failure to plan, etc.

I've been asked to bombard membership with emails that were beyond what is necessary or appropriate and that is disproportionate to other promotions and notices.

I have also had problems with Mailchimp that involved the 2-factor authentication system, making it impossible for me to log in. I can get in now. We don't know what caused the problem, nor is there a reliable solution so far since the problems and solutions were not the same each time. So, as long as we continue to require 2FA, it will continue to be uncertain when or if I will have problems again.

We are ¾ of the way through the year and still focused on internal problems that should have been resolved at the beginning of the year. And, to my understanding, it is uncertain if and unlikely that we will even have the same people involved after the end of the year.

All-in-all, SAG's internal problems have created a situation in which the time necessary to perform the duties I signed on for is far more time than I can allot to SAG. I have other responsibilities which have been neglected in an effort to push through and get things done for an organization that insists on being disorganized and refuses to work together - even to pick up the pieces from the mess of poor organization and failure to plan. I simply cannot put SAG above my obligations to work, family, and the other organizations that I committed to before offering to do Social Media for SAG and being told that joining the board was a requirement to do so.

I also have no desire to be on a toxic board.

If the internal problems cannot be resolved and continue to be a drain on my time and attention, I will not be able to continue giving my time to SAG.

I strongly suggest that we remove the requirement of being a board member from being the Social Media coordinator. It is unlikely that the position of Social Media coordinator will be filled again with this requirement in place.

- Issues/Concerns you may need help with from the BOD:

We need to determine who gets the Mailchimp emails. We have discussed this but didn't come up with anything concrete. This came about because members complained about not getting notices about the membership meeting and it had to do with the date they renewed and the way the system is set up to exclude anyone who is not current. Once we make a decision on who we want to reach, I'll have to pass it along to Curt or it will not be implemented. So, please, let's come up with something clear and concise and that makes sense and not waste his time with a bunch of wishy-washy stuff.