

## 06 July 2021 SAG Marketing Committee Meeting

**Attendance:** Angie Arterburn, Shu Shu Clark, Teresa Farish, Linnea Laurila, Bridget Dean-Pratt,

Kathy Lindvig, Sandi Dalton, Terri Wiebke (remote by iphone)

### Agenda:

- (A) Review Budget as found - as presented
- (B) Budget - Marketing line items
  - Who does what?
  - Fractured - How to Resolve?
    - no continuity
    - no records
- (C) Marketing Spotlight Shows - Sandi & Shu Shu
- (D) Develop Goals per area/ with answers on Marketing History form
  - new Marketing/Advertising options
  - what new has been tried & how successful was it?
- (E) What can the Marketing Director do for you?

Gallery	Sales	Paid to Artists	Net
<b>2011</b>	\$15,000	\$3900	\$11,100
<b>2012</b>	\$8525	\$2153	\$6672
<b>2013</b>	\$13,246	\$3995	\$9521
<b>2014</b>	\$12,247	\$3964	\$8283
<b>2015</b>	\$12,236	\$3104	\$9132
<b>2016</b>	\$7538	\$2088	\$5450
<b>2017</b>	\$~8345	\$2181	\$6164
<b>2018</b>	\$11,000	\$3302 w/ \$328 Calendar & \$1341 APW	\$7698
<b>2019</b>	\$13,000	\$4000	\$9000
<b>2020</b>	\$~7500	\$ ?	\$ ?

### Review Budget as found - as presented

- Linnea gave history of past Marketing responsibilities and issues faced

- Linnea had a revelation that there are different ways to consider the gallery: one -as a mode for the display of high quality art; another - as an art guild, where artists of varying skill levels learn and promote art
- Angie mentioned the job descriptions developed at the end of 2019 hadn't been reviewed and due to COVID have yet to be discussed
- Kathy said that the job descriptions were never communicated to others because of new leadership & new board members; a missed opportunity to follow through with parts missing
- Linnea wonders if the differing ideas about how the gallery is perceived/defined needs attention
- Teresa explained ideas that she thought had been worked on
- Linnea refers to the Marketing Chair Job Description (handout) noting that "this is the way we've done things but you may want to do something different and that's ok." The description shows that a committee can work on marketing together (i.e. Summer in the Valley); or decide how to distribute funds: Publicist's \$900 (from 2019) split among APW, Hullabaloo, & Gallery.

#### **(B) Budget - Marketing line item**

- Needs of the group are the focus - need effective data to see if it "pays" to do again (i.e. radio includes effectiveness breakdown; Sandi did FB analysis); follow-up after ads, sales, etc. to collect data. Kathy can get data from books/ track sales per show.
- Guest Book, but need further info., i.e. email address for list: have docents ask, "How did you hear about us?"
- Angie suggests verbal engagement & record relevant info. for data gathering
- Teresa mentioned keeping a book in back to record notes to help future sales/ contacts
- Linnea said a look at the data above may indicate that we're good at getting artists here, but not great at getting patrons
- Teresa mentions possibility of someone at *Cowboys and Indians* Magazine
- Linnea shows the 2019 Marketing breakdown (handout)

<b>Marketing Budget</b>	<b>2021</b>
\$1600	Business
\$252	Mail Chimp - needed Tech Support, no longer free
\$345	Fine Arts Calendar
\$950	Arts Hullabaloo
\$380	SAG Arts
\$1400	Gallery
\$250	Spirit Campaign

<b>\$5177 Total</b>	
<b>+ \$850</b>	Tourism Board Grant from 2020

- Linnea points out 3 Aims:
  - Measure Effectiveness (Teresa: “best avenues for our dollars”)
  - How to get Patrons (ShuShu asks “Who do we want to attract?”)
  - Help Coordinators if needs expressed

### **(C) Marketing Spotlight Shows - Sandi & Shu Shu**

- Sarah Woods Show went well
- Nocturne Show - Sandi has social media done; asks about how far to reach for audience (target market), has list photography clubs, suggested is 250-mile circle
- Sandi asks about marketing in art destinations (Taos, Crestone, Denver, Santa Fe)
- Angie frustrated about not knowing what’s going on as Show Coordinator; ShuShu unaware Sandi doing own art graphics; COVID mis-communication/misunderstandings
- 6-panel brochure mention educational efforts; Art Walks in West End
- Linnea says to keep in mind SAG’s mission
- Shu Shu produced July & August Spotlight Show graphics
- Sandi will post Spotlight Shows graphics on FB

### **(D) Develop Goals**

#### **\*\*\* NEED 2022 Plan-the-Year Planner**

#### **Marketing Ideas**

- Angie has kept numbers (data) for shows/receptions
- Could use People’s Choice for gaining info.; could fill out data form at same time
- Besides “word-of-mouth” use Email blasts for promoting next shows
- Collection place for data so accessible & all can use; on counter to remind?
- Terri mentioned those who sit the gallery need the data collection routine
- Linnea suggests training session for docents to engage & invite ppl to fill out
- Teresa said the forms could be made handy on 4-to-a-page sheets
- Linnea felt it’s important to reassure ppl that the data is just to inform of next show
- Sandi said it’s possible to join/ give info on FB page; remind all to “follow us on FB”
- Sandi mentioned teaching artists about photographing their own work to promote themselves
- Teresa said writer in *Pleine Air Magazine* says “everything you do should be mobile” so available readily
- Kathy will have budget expenses July 18

Teresa says to all, “if you need something I will give you what I’ve got.”

- Homework forms collected

#### **ACTION ITEMS:**

- Budget/Publicist = BOD to approve items
- Job Description changes to present

- **Plan for next year**

Respectfully Submitted by Bridget Dean-Pratt, SAG Secretary