

March 16, 2017 10:00 am  
Milton Artists' Guild Meeting  
MAG Art Center & Gallery, 199 Rt 7 So., Milton

Gisela Opened the meeting, welcoming us all to our first meeting in our new Art Center.

Topics of Discussion:

- Good News / Bad News  
a \$5000 donation was given to art center by the Alperts. / It is already spent.
- Art Solicitations: The situation that evolved from the email thread concerning the solicitation of donations for a community group, became uncomfortable for many, even resulted in the loss of a couple of members. Gisela applauded Linda's response to curb the tone of the discussion. The new website will eliminate the need for such email threads.
- New Website: Betsy Finstad is building the new website on wix. She is the new Website Chair and is volunteering her time. Dave Passini is in agreement that this type of website is the best direction for MAG to go in. He will still be involved in marketing and promotion. This new website will save us money, as we are not paying Dave any longer to be our webmaster. The domain will cost \$200 annually, but they often offer coupons, which Betsy will use to bring the cost down. Ethan commented that this is a reasonable price for a domain site.
  - How will new website reduce our emails?  
There will be forum pages for group discussions, thus eliminating the emails that clog up everyone's inboxes. There will be different discussion pages, such as a call to artists, or community news. There will be rules for posting. A website administrator will monitor the conversations and has the discretion to remove a post, if deemed offensive.
  - Member pages;  
Please send Betsy updated photos and bio information for your page.
  - The website is live but not public. You can check it out at <https://egfinstad.wixsite.com/magvt>. Once Betsy has it ready, It will be public at the current website address. Transition will be seamless.
- MAG Art Center News:
  - Kitchen area floor painted. (It looks really nice)
  - Gisela and others will make one more trip to UVM warehouse to see what might still be available. Not much left. We really cleaned them out.
  - We really need room dividers. They are very expensive. Lorraine suggested making them. First thought was use PVC for the frame, but just the PVC was \$60. The one prototype will be used as a coatrack. A new design was come up with using 2x4 frames and pegboard, all painted black. There were 2 on display. These only cost \$30 each, completed. We will need 8-10 of them.
  - Gisela has a spinnaker, which they will try to hang from the "ceiling" . Cheryl mentioned that she asked someone who's spouse is in the AirGuard about

parachutes. Does anyone know someone in the Army Guard, who can inquire about parachutes there?

- Studio Booths  
Not yet rented. There are 5 available. Reduced price to \$100/month for members. Still \$150/month for non-members. These “booths” or studios, could allow someone to have “their own store” so to speak, increasing the number of items an artist can sell at the center. But all sales will still go through the MAG Center cash register and commission will be taken. 25% - members and 35% non members. This includes items sold from rental spaces. Inventory lists will be kept separate from the Center’s.
- Photo Booth - available to member photographers. A photo quality printer was donated by Ellen Young. Thank you Ellen. It will be available to member photographers to use for a small fee to cover ink costs. This is yet to be determined, but will probably based on the size of paper used. Users are asked to provide their own paper.
- Soft Opening:  
Doors will be open to the public April 1. Claudette Eaton is taking inventory now. Wall art is being accepted this weekend. 3 D stuff next week. **Please look for and respond to her emails.**
  - How many 3D artists?  
6-8. Smaller items, jewelry, knives, pens, etc. will be in locked cases. Pottery, sculpture, wood items will be on shelves.
  - Amy Cook has supplied an OPEN flag. Checking with Town about putting it out.
- Grand Opening:
  - Reception is Saturday, May 6, 2-6 pm  
Ernie Pomerleau will be here for ribbon cutting. Governor Phil Scott and all local Milton officials have been invited. No responses as of yet.
  - We could have a cash bar. Gisela is checking with person who has done Holiday shows in the past. She is hoping if we offer several events, he will give us a good rate.
  - Pot Luck finger foods provided by members, such as we do for the Holiday show will be solicited. Gisela will also check with new restaurant next door, to see if she’d donate some appetizers in hopes of attracting dinner business after wards.
  - Gisela asked for Ideas for the Grand Opening Event.
    - Trine has a friend who plays guitar
    - A Raffle was suggested. Members can donate items, similar to our Holiday Show.
    - Photo Booth for people to have their picture taken
  - Lorraine and Janet Dooley are making a Grand Opening Swag.
  - Publicity:
    - Ask Bill Boccio to come & take photos for Buyer’s Digest
    - Tom Marble has already been in touch about follow up article. Hopefully one before Soft Opening and one just before Grand Opening.

- Social Media
  - Mailed invitations.
  - Flyers
- Leunig's Bistro - fundraising dinner - organized by Trine Wilson, who works there.  
Friday, April 28, 3-11pm. - Trine said the owner Bob, does these often for many groups, but NEVER on a Friday. This is very generous.
  - He has donated a Gift certificate for a dinner for 2 (\$125 value) which we can raffle that night. We must sell the raffle tickets. 100% of the raffle ticket sales goes to MAG.
  - 10% of the night's business goes to MAG.
  - Leunig's is always full between 6-8 on Friday nights, so if possible consider filling the empty seats between 3-6 or after 8. If you want to go between 6& 8 please make a reservation.
- Cyto Expressions Update:
  - Still time to get your piece in - send an email to Gisela
  - Exhibit has been pushed back to May & June due to construction delays.
  - Reception: May 18, 2 pm. Governor and Press will be there. Artist and 1 guest are invited.
  - President Briar Alpert will hold a People's Choice award. The piece of art with the most votes will win a \$500 prize.
  - Participating members are asked to drop off and pick up their own piece. Dates TBD
  - Gisela is checking to see if exhibit can move to a BCA venue in July.
  - Biotek does not take commission, but BCA does, so price your piece accordingly.
- Exhibit Committee Updates
  - So many venues, Trine & Linda are very busy. Exhibit's Committee could use more help.
    - Ethan R. asked about time required. Annette answered, - commitment can be flexible according to venues' schedule and volunteer's availability.
    - Contact Trine or Linda if you can spare some time.
- Workshop Committee Updates
  - Still slots available in Intermediate watercolor workshop. 5 registered so far.  
April 1, 10:30 am - 3:30 pm
  - Weaving Workshop - Janice Decooman - April 29, 10:30 am - 3:30 pm
  - Joy Choquette -writing workshop, May 4th 6-8 pm
- Volunteering  
Gisela admitted that there have been a lot of pleas put out there for volunteering. Some people have responded that they want to but just can't at this time. This is OK. Volunteering, although important to the Guild and our new venture, is NOT mandatory. Some members may be able to help financially, with a donation, (even \$5 will help) instead of time. But again, this is NOT mandatory. And anything anyone can do is greatly appreciated.

- Rotating Exhibits at the Art Center

Gisela received a call from the Bellcote School, that they had heard about the new gallery and asked if we would consider a show of their students' work, possibly in the fall.

- Will this replace members art? No.

We plan to have a 2 featured "Artist of the Month". Perhaps the room dividers or partitions could be used for the featured artists and temporary exhibits.

- Mural Project Update

Last year one of the suggestions for MAG to contribute art to the community was Murals painted around town and a Sculpture garden at the Municipal complex. The Sculpture project has been postponed to next year. Gisela, inquired around town about Murals and initially received several favorable responses. She applied for a Grant through the Vermont Arts Council which was denied. Then the places who were originally excited about murals started backing out. All except one. Gardener Supply. Gisela also researched mural artists and spoke to Sarah Rutherford, who painted the silos in Cambridge. She brought her price down and agreed to the project. Gardener Supply and Mr Miller who owns the G.S. building are excited about the project and have agreed to split the cost. MAG will only be responsible for the organization. Sketches are being worked on now. The mural will be on the East (Front) and South sides of the building so it will be seen by people traveling both directions on Route 7. The project will commence in August. Sarah has agreed to become a MAG member.

- Meeting adjourned 12:00
- Work session followed.

Minutes submitted by Cheryl Alwine from notes taken at the meeting 3/16/17