

MAG Membership Meeting November 19, 2018

10AM-12PM

Meeting Led by: Gisela Alpert

In Attendance: Lorraine Manley, Ray McClure, Janice DeCooman, Linda and Dean Moran, Cathy LaClair, Claudia Stoeffler, Claudette Eaton, Mary Ann Duffy Godin, Donna Blatchly, Deb Shell, June Campbell, John Henry, Don Bennett, Linda Stech

A warm welcome was extended to those in attendance and introductions were done. It was noted the Milton Artists' Guild membership is at 196!

Updates: Traci Billings, our treasurer has resigned due to her relocation to Virginia with her job. Traci did a fabulous job and her talents and skills will be missed. Our bookkeeper will continue and add the payroll to his duties while we search for a new treasurer. This is not a paid position but does require bookkeeping knowledge and experience with Quick Books is preferred. The time required is about 5 hours a week. Please reach out to a board member if you or know of someone who is interested in serving the organization in this manner. We wish Traci well and thank her for her service.

A studio space will become available in January. The rent is \$100 / month and can be shared. The benefits of a booth space were discussed and ideas were shared on making it an even greater benefit to members. The board will look at numbers as they continue to work on budgeting to see what options would be fair to all parties.

MAGgie's Café: The original planning committee's vision of a café within the Gallery is still being worked on. We have had 3 interested vendors thus far but each have been small business operations and do not yet have resources to extend themselves to our space. However, most recently "Kestrell Coffee" tried out the idea at the MAG's 14th annual Art Fest and had much success. Their pressed coffee was delicious and patrons were very receptive. We will have further discussions with them regarding coffee service at our Social Sunday's this winter. Discussion continued about the 'what and where' of a future MAGgie's Café.

Holiday Advertising: This year we do not have the benefit of a gifted ad campaign as we did last year. Print ads in Seven Days is cost prohibitive however Sharon Radtke was able to secure a good deal for radio advertising. The MAG will run ads on 4 of the 5 weekends prior to Christmas on 92.9 radio station. Members suggested free advertising on "Across the Fence" and WCAX events listing. The board will look into these. Members were reminded and urged to help promote the Guild on their own social media sites and by sharing the MAG's postings, (Facebook and Instagram). Linda Moran puts together the MAG E-Blasts. This is an eye catching newsletter with images and links. Members are encouraged to send her images and posts of their work, events, awards, exhibits etc. The E-Blast is being sent to

over 1100 email address and data shows the blasts are averaging over 400 'opens'! This is well above the industry average! Send your items to her at: Marblers2008@gmail.com and she has Dropbox. Lorraine suggested keeping the latest MAG printed bulletins in purses, cars etc. and tacking them up on local public bulletin boards as you are out and about. Members were also reminded to help promote shopping at the Gallery for Small Business Saturday.

Linda Moran will be planning our "Giving Tuesday" campaign for 2019.

Art Fest Recap:

November 10 and 11 was the Guild's 14th annual Art Fest! A wintery mix of rain and snow Friday night was most likely a factor in low attendance. Saturday proved to bring in many patrons. Some artist enjoyed very good sales while others did not. The Art Fest committee has concluded moving the many displays in the Gallery back and forth to make room for 'booths' is too difficult and too much work to repeat. A short discussion of the future of the event took place with the consensus being to change it to a one day event that does not add additional booth spaces. Members will be encouraged to be on site for patrons to meet. The Art Fest committee will explore a new "Holiday Open House" format for next year. Problems with signage were also discussed and improvement will be made. Options for offering discounts to patrons were discussed. The board will discuss how this can be done logistically as well as in fairness to members and the MAG. A member added the merchandise is very reasonably priced compared to other galleries. She felt the focus should be on bringing a greater number of patrons into the Gallery.

Christian Poupart has compiled a list of art events across the state for the MAG to review for possible participation or representation. Participating artists deemed the Champlain Valley Fair 10 day event too long for the small reward.

Barnes and Noble Fundraiser: The numbers are not in yet since the book fair runs through Wednesday, November 21. However, the MAG's presence at the Barnes and Noble store on Saturday was well received! Volunteers greeted shoppers and offered free origami cranes made by our own Ray McClure! A HUGE thank you to Mark "Bob Ross" Ozenich! He wandered about the store in costume carrying an actual Bob Ross painting! Many thanks to Donna Blatchly for organizing volunteers and being there from start to finish! Thanks to Gisela and Sharon for putting the event together, thank you to the many volunteers who wrapped gifts, read to children, did demos and helped promote this great group of artists. Last but not least, a robust THANK YOU to Barnes and Nobles' largest customer of the day, Ray McClure as he shopped for his favorite local children's charity to give back twice!

Vermont Art Crafts Counsel Open Studio: The MAG has participated in this event in the spring and fall of 2018. We experienced a much better turn out of visitors in the spring and gallery sales were about 4 times higher compared to the fall weekend event. Members present agreed to continue participation in the spring but not the fall.

Home School Art Classes: The first semester of home school classes was a success. We have 5 students in the program and hope to add more for the spring. Generous donations of materials from the membership allowed us to easily cover expenses. Please help share the information to home school

families you know. If you are interested in teaching in this program or teaching other workshops please contact Linda Stech, LStech@comcast.net for homeschooling or Jessie Swétel, MAGVtworkshops@gmail.com for others.

Holiday E-Card: Congratulation to Cathy Hartley! Cathy's image was chosen for the MAG's electronic holiday card to be sent to the master mailing list. She won a gift card to an art supplier of her choice. A side note, the original painting sold at the MAG Art Fest 2018! Congratulations again, Cathy!

Workshop Committee: The workshop committee of Jessie Swétel, Nicole Gadouas, Heidi Carlin and Stephen Webb are doing an incredible job of filling our calendar with varied offerings for members and non-members. Check out the line-up on our website and help spread the word.

Children's Art: The large panels that were painted by the young children at Bombardier Park in September during our community mural painting event will take up residence at the field house at the park. Member, Michael Murray will be framing them.

Exhibit Committee: Ellen Young has stepped down from the chair position of this committee and we have been unable to fill the void. As a result the MAG will no longer maintain outside exhibit venues other than the Milton Town Library, the Community Gallery and Biotek. The MAG can provide names of other venue options however artist will be responsible for scheduling and displaying their own exhibits.

December Festivities Luncheon: December 9th at 1:00! Members, their families and friends are invited to a pot luck year end celebratory luncheon! It was suggested that the MAG host a "Holiday Open House" for the public simultaneously. Members present agreed this would be a great idea.

Linda Moran is heading up a contest and promotion centered on the Monarch Butterfly mural at Bombardier Park. Participants can "Be the Monarch" by providing photos of themselves as the body of the Monarch. Details are under development.

Show and Tell: Linda Moran shared a beautiful framed piece of marbled and stitched fabric enhanced with ribbon. A sight to see!

Respectfully submitted by Linda Stech