

21 members in attendance: Gisela Alpert, Carolyn Beaulieu, Melanie Bishop, Ann Bissonnette, Donna Blatchly, Bill Boccio, Heidi Carlin, Mary Ann Duffy Godin, Claudette Eaton, Barry Genzlinger, Maureen Genzlinger, Dave Lesperance, Tina Lesperance, Lorraine Manley, Dean Moran, Linda Moran, Jane Morgan, Bonnie Palmer, Linder Stech, Judith Black Tiplady, Trine Wilson, Jim Yolda, Ellen Young

Gallery staffing – The art center has been open since April 1st, and still suffers shortages of volunteers to cover shifts. There was a proposal at the August meeting to enact a two tier commission rate for gallery sales. For members who volunteer for a four hour shift at least once every six weeks, members who are active volunteers in other facets of the organization, or members with a documented health reason would retain the 25% commission rate. Exhibiting members who aren't in a position to serve will be in the 40% commission tier. A discussion ensued comparing making staffing duties mandatory versus adopting a tiered system. The topic will be voted on at the October meeting.

Suggestions during the discussion:

- Starting a 'sub' list of members willing to volunteer
- Encourage members to pair up, especially for afternoon shifts; also can be a family member or friend, not necessarily a MAG member
- Pairing a newer member with a more experience person

Committees - Gisela will send out a list of committees. We need Event Host volunteers. These people (probably 1-2 people per event) will be on hand to assure an event runs smoothly. We also need three people to be on the Holiday e-card committee to jury entries received, and to select the music. Gisela will send an email seeking volunteers for these positions.

Gallery Hours – With holidays approaching, there was discussion concerning limiting the hours of operation on Thanksgiving eve, Christmas eve, and New Year's Day. It was decided that the gallery close at 4 pm on those days. There was discussion of setting 'winter hours', perhaps closing earlier on Sunday nights. Signage for hour changes would be posted on the front door to provide advance notice to the public.

Events Committee – Social Sundays is a project that the events committee has proposed to entice more visitors to the gallery. We could invite musicians, offer refreshments, and provide children's activities. The gatherings could have themes for each day; perhaps activities for 'hunting widows' and 'football widows. Possible activities could be hosting a knitting group, reading group, painting group, or artist mixer.

Come as You Art recap – The Touch a Truck event was well attended with over 900 visitors. Our kids' table was very busy with tile painting as was Cheryl Alwine's pottery station. Lorraine Manley and Jane Morgan were demonstrating their painting, and Cheryl Alwine demonstrated pottery and allowed visitors to create pieces that she would fire for them. There were many ecstatic kids who created tiles and pottery to take home with them. David Lesperance and Bill Boccio were doing photography. This

was a missed opportunity for many of us to engage the public, giving back to the community and to advertise you and your art. Next year, we hope to have greater artist participation.

Exhibit Committee – Drop off for the Frog Hollow ‘Off the Wall’ exhibit is on Monday, October 2nd from 10 – 6 pm. If the exhibiting artists foresee difficulty with dropping off their art at this time, please send an email to Linda Stech. The reception is on October 6th from 6 – 8 pm. Promotional postcards will be mailed out. Please share the news with friends and family.

Ellen Young emailed a link to sign up for other exhibits. There are openings left in 2017 and 2018.
https://docs.google.com/spreadsheets/d/1VTciSKAbWUkPX_Bg6OPBbAI18RwN_QR2dZWF5FD7c34/edit#gid=300658924.

Artfest 2017 – The two-day show will be on November 11th and 12th. Spaces are on a first-come basis, there are a few spots left. Set up for the show will be on Friday, November 10th.

Barnes and Noble fundraiser – Sharon Radtke is the coordinator this year. It is scheduled for Saturday, November 18th. A portion of the sales will be donated to the MAG when a customer makes a purchase with the code number assigned to us. Bookmarks with the code number will be printed for distribution. We need volunteers for the gift wrapping table, information tables, and people to demonstrate their art. You are welcome to come in an art or holiday-related costume. Please contact Sharon to participate.

Holiday E-card – This is the annual contest to submit a festive, non-religious image. This is juried, and the winner gets \$25. Your image would be shared online and receive hundreds of views, from the U.S. and abroad. Please send images to Gisela by November 15.

Annual Letter of Appeal – In the past, the letter of appeal was sent in the spring. This year, we’ve waited until fall in hopes of raising more money. The letter will be sent by post, and then an email follow up will be sent about two weeks afterwards. We received an \$800 allocation from the town of Milton.

MAG website – Our calendar will be made more prominent on the site. Betsy Finstad will make the calendar available through Facebook, as well.

Library Basket – Please drop off any art-related donations to the art center for the library’s annual basket fundraiser by October 15th.

Artwalk – There was discussion regarding the low attendance at last month’s Artwalk. There were only two members of the public who attended, coincidentally, the Farmer’s Market had no customers as well. It was noted that the name ‘Artwalk’ was confusing to some, as no walking was required. It was proposed that the name be changed to ‘MAGnificent Mixer’, that we have music for the event, and that the featured artists, and members, be strongly encouraged to invite people and to share the event on social media. Print advertising doesn’t work; it’s very expensive and hasn’t proven demonstrable results. Facebook has been the biggest boost for public awareness. An Instagram account will be opened for the MAG. The Front Porch Forum has helped as well, but the word of mouth is always best.

General Discussion –

- The August sales numbers were accidentally sent through email, causing some distress among members. We will be more careful in the future. Members will be notified of their sales via email BCC, to let them know to expect a check in the mail. The checks sent by People's Bank may look similar to junk mail. Claudette will leave a binder at the art center so artists may look at what has sold, to manage their inventory.
- A member inquired if we would be provided with a bank balance as was done occasionally in the past. David Lesperance said that monthly numbers are misleading as the system is rather complex.
- The next monthly meeting will be from 6 pm – 8 pm on October 19th.

Show & Tell – Linda shared a message of appreciation for the art center that was sent to her.

Respectfully submitted by Christina Lesperance