

KEN CARYL ART GUILD

Business Meeting Minutes

July 12, 2018 – The Ken Caryl Ranch House

Regular Business:

- **Location:** Cindy Marshall's residence.
- **Call to Order:** 6:37 PM;
- **Attendance:** Steve McCall, Michele Sires-DeLorean (via Skype), Bruce Nall, Ronnie Seagren, Susan Hilberg, Cindy Marshall, Steve Begej , Chelli Schmac, and KCAG member Dina Baker.
- **Approval of Minutes:** June minutes approved
- **Financial Report** – (Susan Hilberg) – Bank balance – \$1,071.74
- **Next Meeting Date** – September 13, 2018 (skip month of August)

Committee Reports:

- **Membership**
 - Steve McCall will send out email form to members reminding them it is time for membership renewal.
 - Ronnie Seagren suggested publishing something in the Life at Ken Caryl newspaper regarding joining the KCAG
- **Programs / Workshops**
 - Ronnie Seagren has scheduled Peri Charlifu as our September 13 presenter on the subject of "Art Marketing and Sales, Part 2".
- **Exhibits**
 - Cindy Marshall led the discussion about the KCAG Art show in late August
 - Title of show will be "KCAG Summer Art Show" and will be held August 25, 2018, 6 to 9pm at the KC Ranch House upstairs in the Shaffer Room. Setup will start at 4:30pm, and takedown be finished by 9:30pm. (KCAG will only be charged \$40/hr for the event itself, and not for the setup and takedown time.)
 - Cindy will send out a Final Call notice, with a submission deadline of midnight, July 31, 2018.
 - There are 12 participants to date.
 - Artist will be permitted up to three artworks, with a submission fee a \$20 (for 1 to 3 entries).
 - Artists will be responsible for pricing their works and collecting all payments (sales tax embedded in price?).
 - KCAG will not collect a commission, though artists may make a voluntary donation of 10% from all sales to KCAG in appreciation for the opportunity to make sales at this venue.
 - KCAG members will donate alcoholic beverages, appetizers or hors d'oeuvres for the event. KCAG cannot sell the wine, however, as it lacks a liquor license.
 - Michele will make a poster/flyer containing eight photo tiles of artwork to be featured at the event.

- The poster/flyer and other info about the show will be sent to The Life at Ken Caryl (LAKC) local newspaper. It should be possible to get two announcements published before the event on August 25. It may also be possible to include without cost a small announcement in the want-ad section of the paper.
 - Additional notification and advertising ideas:
 - Reminder emails to all KCAG members
 - Outreach emails from KCAG members to non-members who might be interested
 - Notices on KCAG member websites.
 - Posting on the KCAG Facebook site
 - Prominent mention in the next two or three KCAG Member Announcement emails (S. Begej)
 - Distributing the poster/flyers at the Ranch House, Community Center, Dakota Lodge, and local business establishments that have public bulletin boards.
 - Placing an online announcement in "NextDoor.com" and other local "meetup" groups
 - Sandwich board placement around the entrance to the Ranch House on the day of the event.
 - Artwork labels will be made the artist's responsibility. Cindy will include docx and pdf template files with the Final Call notice. Additional blank cards will be available at the show should the need arise.
- **Public Relations** (Chelli Schmac)
 - Publications
 - Website (Judy Ahlborn)
 - Facebook
 - **Art Appreciation** (Steve Begej)
 - Two general Announcement emails were sent out during July regarding KCAG news and a list of pertinent current art calls in the Denver Metro area.
 - Additional Announcements in July and August will prominently mention the KCAG show.

Old Business / New Business / Communications / Discussion:

Time of Adjournment: 7:38 PM

7 PM Program

- None this meeting.

Minutes recorded and submitted by - S. Begej.