

KEN CARYL ART GUILD

Business Meeting Minutes

Thursday, July 23, 2020

Meeting Details:

- **Location:** Remote video conferencing (Zoom Video Communications)
- **Call to Order:** 7:00 PM
- **Board Members in Attendance (via Zoom video conference):** Michelle Sires-DeLorean (Zoom host), Cindy Marshall, Steve McCall, Bruce Nall, Steve Begej
- **Other KCAG Members Present:**
- **Approval of Minutes:**
- **Financial Report:**
- **Next Meeting Date:** First week of August, 2020, via Zoom Video Conference, details TBA

Agenda:

- **Atlas Coffee Art Show**
 - Scheduled for August 1 - 30, with hanging on Saturday, August 1.
 - Two of the artists who have agreed to participate have not yet paid KCAG dues, so Cindy will contact them with a reminder.
- **KCAG Virtual Art Show**
 - Last year's show was in the Dakota Lodge, but COVID19 restrictions are expected to stay in place for the next few months, so physical shows will not be feasible this year. A virtual show will be held instead.
 - With the help of KCAG members, it is expected that application forms and artwork submissions would be handled online following much the same format and process as previous virtual shows. However, it was suggested that other organizations' websites and virtual shows be perused for suggestions as to how the KCAG event could be changed or improved, e.g., the recent Kaleidoscope Virtual Show at ATC.
 - Other details of the show were discussed:
 - **Show date? October 10, 2020**
 - **Entry deadline? TBD**
 - **Media? All media allowed**, as no physical handling or display issues arise in a virtual show, and all entrants are displayed in an online image gallery.
 - **Juried? Yes**, as it adds stature to the show, and serves to limit the number of entries to manageable levels.
 - **Entrant residence restrictions? None.** It was decided to open up participation to both Residents and "local" non-residents alike, as the virtual show was not really constrained by the need to find a

physical venue large enough to display a potentially large number of entrants. Advertising through The Life At Ken Caryl newspaper would be available to notify residents, and the online bulletin board Next Door could be used to notify artists in surrounding neighborhoods. A further advantage of broadening the participation base would be the potential attraction of new members to KCAG from neighborhoods that do not have local art guilds to support their artists.

- **Entrance fee? None.** The advantages of a fee is that it makes the show have greater stature in the eyes of the artists, while to organizers it helps pay expenses such as juror considerations, venue expenses, refreshments, food, and prizes. However, the latter expenses do not arise for a virtual show, and many venues in the middle of the COVID19 period that have gone to virtual shows are not charging entry fees anyway. For KCAG the biggest problem with entry fees (e.g., \$5 for residents, and \$10 for non-residents) is the administrative overhead involved in collection, as physical checks must be mailed and handled outside the online registration system. Other payment options were considered such as PayPal and Square (both could take payment by credit card), but setting up and maintaining such accounts for KCAG involved various unknowns and did not seem straightforward. For these reasons, it was decided that no entry fee would be required for the next KCAG Virtual Art Show.
- **Awards? Yes** ... but perhaps just overall 1st, 2nd, 3rd place in the show, rather than similar rankings across the different media entries. If feasible, a Peoples' Choice Award could also be made if the virtual gallery supports some manner of popular voting.
- **Prizes? "Yes"**. In past shows, KCAG has awarded physical prizes such as cash (checks), gift cards or art store certificates to Award winners. This approach could be expanded to purely online gift delivery of Amazon cards as alternatives, which would offer the advantage of greater flexibility in redeeming their prizes by award winners. However, financial prizes have the disadvantage that with \$0 entry fees, KCAG would need to pay for these prizes out of its general budget. It was suggested that instead of physical prizes that the award winners be featured on the KCAG website along with a feature notice the Life at Ken Caryl newspaper, which for most artists such exposure might be more valuable than monetary remuneration. It was agreed that prizes of some sort are needed, though the exact form they would take in the next show is to be determined.
- **Advertising? Yes.** The KCAG member mailing list, local Facebook groups (?), and notices in the Life at Ken Caryl newspaper would be the primary methods of reaching Ken Caryl residents. The online bulletin board Next Door would be used to

supplement this effort, but also be the primary means of expanding advertising to nearby non-residents.

- **Other issues regarding KCAG shows in general.**
 - Cindy reiterated the need for members to volunteer for various show tasks, as there is far too much work for just a few people to do on their own.
 - Michelle has been working to reduce the work required to intake show applications by the introduction of an online entry submission form, which was used successfully during the last show. However, a major problem was identified concerning the submitted images, most of which did not conform to requested file and image size requirements, and caused significant problems trying to work around the limited data space allocated to the KCAG website by the provider. It was suggested by S. Begej that this constraint could be overcome by utilizing a separate free email and associated data storage space offered by Google which would permit the submission of image files up to 25MB and provide a total storage capacity of 15GB. Submissions could be processed by a "Submissions Manager" by reformatting images to a standard size (e.g., 1920 pixels max), reducing their file size by compression, and storing the collection on Google Drive. This alleviate the need to consume KCAG website data space, and have the added advantages of making the images readily available to jurors, webmaster, and virtual gallery producer via a simple share link. Steve will examine the feasibility of this approach and report the results back to the Board.

- **Contacts on the KCAG website:**
 - The general question was raised as to whether contact information on the KCAG website was up to date, and if it should include the board members' personal emails and cell phone numbers.
 - Historically, information such as personal cell phones have not been published, though at one time each director's personal email was available on the Contact Us page. The present Contact Us page, however, only lists Cindy's personal phone number and nothing else, while her email contact appears on the Home Page under the "Email our President" link. The only other email on the site (other than artist contact links in the Gallery) is that for the Webmaster (Judy) located on the Members page regarding additions to the KCAG website gallery.
 - The question was asked as to whether a different, non-personal contact method could be used such as the common approach of using a email tied only to the organization (e.g., "info@kencarlartguild.org", or "infoKCAG@gmail.com), or alternatively going back to just listing the personal contact emails of the board members on the Contact Us page.
 - Cindy indicated she was fine with her contact info being listed where it was, and was adequate for now.

Other Business

- Steve McCall reported that Ronnie Seagren has returned the KCAG Epson projector, and left it in his care.

Future Meetings

- The next meeting date was tentatively set for August, 2020, via Zoom video conferencing, unless conditions improve enough to enable in-person gatherings.

Adjournment

- The video meeting was terminated some time after 8pm.

Minutes

- Recorded and submitted by S. Begej.