



2022 Art Show and Sale Debrief

Registration process – Cyndi

- Possible change to form to make fillable

- Price tag update – more consistency needed – possible change to make fillable as well.

- Consider adding an online registration next year with payment through Square

Set Up/Lay Out - Patty

- Pete has offered to make a couple more “A” frames – he will also have to adjust the racks we store them in

- Should we cover them in black – how do accommodate our glass people?

 - Concern that too much black in the room would make it dark.

- Black table cloths were a definite improvement

- Use of game room worked well. It is well lit and a little quieter than the big room

- Open center seemed to work really well – will try to maintain that next year

- Need to set up in order – maybe more than one copy of layout

- Layered plan suggested by Buck Best so that each layer represents a stage of set up

- Possibly look into LED battery powered light to brighten up some of the panels – it was dark in the back

Reception – Jen and Eve – food was good. Thanks for the effort!

- This was well received by all.

- Consider a committee to handle for next year. It's bigger than a 1-person job

- 2-3 people serving worked out well

- Glynn (woodworkers) did a great job setting up the pool table

- 12 bottles of wine were consumed – 23 were donated

- Having snacks around seemed to be really appreciated – cookies on Saturday and donuts on

- Sunday – make this specific items next year

- Extra food was appreciated by the exhibitors

- Do we consider asking our members to donate food for the reception?

- Total spent on food, etc was \$317 - \$175 of that was sponsored so only out of pocket was

- \$142 plus \$85 for liquor license

- Do we continue to try and make this a patrons and exhibitors only event or open it up as part of the total event?

Programs and guest book

- We printed 500 and gave all away in 2021 but less than half this year

- ??? new emails were obtained (TBD – Jen will provide when she gets it)

Cashier/check out - Joe

Changes needed – thanks to all who worked

Errors rate was 1.5% - android phones linked better

3 – check outs – need another square

Need to match number of items to what's on the screen

Need more control – directing traffic some

More detail on descriptions

Possible bar code for artist name - Toni Maltagliati has offered to help with data entry if we go this way

Drop down menu for items

Need to address people's requests to hold things at the check out for them

Should this be the responsibility of the artist to hold for them? What if they aren't there? Should we consider a separate holding area?

Raffles/Sealed Bid – Sigrid, Karen F.

Should we announce raffle winners in the paper and/or social media?

Next year, take picture and ask permission so we can advertise

This year, just a general thank you.

How do we speed up the process?

Do a little closer to the art show.

Maybe skip the Sunday brunch

Too many collaboratives

3 different ones worked well – maybe go that way next year

Publicity – need photographs of work sooner rather than later – only 17 artists submitted pictures to Jen prior to the show. It would be nice to make a bigger slide show for the website. We will need to push to get those pictures in.

Possibly doing FB posts specific to artists might encourage them to submit photos.

Still need to encourage people to SHARE and not just LIKE the posts.

Our email list of patrons was very successful – we sent out 5 email blasts and the open rate was between 67 and 53% - 10% open rate is considered good. Reminders are critical – everyone has email – not everyone is on FB

Student Art – great placement in game room and school provided display worked really well

Families did come to see their student's art

Signage – yes, do again.

Timing of show

Later is definitely better

Will investigate Player's date for their fall show and work around that as well

More ideas:

Happy Hours 2-4 on Sunday??

Partner with winery?

Can we spread out into the meeting rooms – who would be willing to go in there?

Maybe something interactive 2-4 in the afternoons where kids and adults could “make and take” something – a family event – not a babysitting service

Music during the show like reception? Is there a way to spread the music so it is not too loud in one area?

Very little “Christmas themed” work in the show – possible a collaborative with a holiday theme? Christmas cards?