

PPS BOARD MINUTES

JANUARY 18, 2020

Call to order: Board Meeting at Cornwell Center

Present: Eileen Wilhem, Tracy Ference, Deb Ashton, Deb Brown, Sherry Brown, *Darlene Ferguson, Scarlett Fleming, Cammie Stadler and Ginny Stocker (* denotes early departure)

Welcome and Introductions 2020 Board Members:

Eileen –

2020 Board Members

- Deb Brown – Membership
- Scarlett Fleming – Newsletter
- Darlene Ferguson – Statewide Exhibition
- Cammie Stadler – Hospitality
- Tracy Ference – Vice President / Programs
- Eileen Wilhem – President / Treasurer
- Ginny Stocker – Exhibition
- Sherry Brown – Website
- Deb Ashton – Secretary

Bylaws, Mission Statement, Duties: Documents provided electronically for review

Approval of Meeting Minutes: Motion for change of payment system – motion to approve by Darlene; seconded by Eileen

Financial Statement: \$15,860.05 balance

Treasurer: Volunteer – vetted by agency and has credentials but is located in PA. We will look for an assistant instead.

Statewide Show:

Darlene –

Darlene has created a full committee/sub-committee guide with details for each role. She has passed the notebook to Ginny.

Darlene mentioned the idea of using a shared cloud storage site like GoogleDocs, DropBox or Box to hold our documentation for easy access. This raised questions about editing, etc.

Darlene shared general information about the Statewide Show:

- Joint show between the 3 NC Pastel Societies (PPS, APS and PSNC) in which hosting responsibility rotates (PPS has responsibility for 2020)
- It is a juried show to be exhibited at Cornwell Center. Amount of hanging space limits selection to about 95 paintings
- Cornwell Center receives a 30% commission on sales
- Contract with Cornwell Center was signed in June – they will only confirm 6 months out; MAC was the backup plan
- Anne is going to assist with hanging the show to offset some of the cost
- Each society determines the length of the show – this one will be 6 weeks

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- There will be 15 awards – cash and product - Nancy Kennedy is the Awards Committee Chair and has award solicitation letters ready to go
- Publicity Chair opening has been filled by Mary Crow
- Using 'Show Submit' for painting submission and jurying - \$35 fee goes mainly to the host site with some coming to PPS - has specific format restrictions – 2mb digital size and 42" physical maximum dimension
- Alain Picard – 2-day workshop, 3-day workshop, demo, reception
- Darlene and Anne will communicate with Alain regarding jurying of the show
- Alain's hotel and flights – on budget or below for both
- Signups for demo will be late February/early March
- Tracy – hospitality for Statewide Show - catered

Calendar:

Eileen –

- Our year begins in December with notice for membership renewal
- Communication with other NC Pastel Societies; there may be a new one starting in Wilmington NC
- Renewing membership in NC Center for Non-Profits (resource that assists non-profits)
- IAPS dues to be paid
- Deb Ashton will be sending out a new '2020 – Year At-A-Glance' calendar via email blast to members. The calendar includes PPS events such as Statewide Show key dates, demos, workshops, etc.

Programs:

Tracy –

- January 25 – Diane Pike
- February 29 – Regina Burchett
- March 28 – Anne Strutz
- April ? – plein air
- May 11-16 – Alain Picard / Statewide Show
- June 13 – Eileen's farm
- August 29 – Jeri Greenberg
- October 23-25 – Rita Kirkman
- October 31 – Halloween Playtime with Anne Strutz at Anne's
- Holiday Party

Discussion around charging for demos if not attending the workshop the same day to help offset cost. If attending the workshop then demo is included. Also discussed charging a supply fee. Last year, a structure was designed for paying artists (based on PSA, non-PSA), and we discussed doing something similar with the charge for attendees. Lunches – continue to bring own lunch due to allergies, diets, etc but continue to provide beverages and snacks – about \$30 budget)

Motion to charge \$10 for demo (if not attending workshop) by Cammie – Seconded by Deb Brown

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Website:

Sherry –

- Add link to FB page on PPS Website and vice versa to drive traffic
- Add link to Instagram page on PPS Website
- Add link to PSA / IAPS
- Statewide Show sponsors want linked logo to their site vs small image on pdf prospectus document
- Keep a running list of issues/updates to share at board meetings
- Emails to members with link when there is an update to the newsletter

Survey Results and Membership:

Deb Brown –

- Membership
 - 192 members (about 60 are IAPS related – not active)
 - 155 members have renewed; 40 members have not renewed
 - Good base membership
 - Membership levels – single, family and student currently
 - Should PPS have Signature Membership? Additional discussion next time
- 38 members participated in the survey
 - 53% expressed enthusiasm to improve and take their work to the next level
 - Requests for more workshops, demos, open studio time, socials
 - Committee or volunteers to help with programs – provide checklist
 - Volunteers – hospitality
 - Members are interested and want more of the same but deeper
 - Demographics – 36% in Charlotte; willingness to travel up to 30 miles

Newsletter:

Scarlett –

- There was one in the past (archived on website) but have not had one in a while
- Goal to push out first edition is mid-February 2020
- Frequency?
- What needs to be included? Fresh content in each – limit to 4 pages
 - Current events (ours and networking) / highlights / photos
 - Resources / How to / Tips & tricks
 - Board meeting notes summary
 - Charities we support
 - Member news / member spotlight / link to membership / Member benefits
 - Book review / Product review
 - Challenges
 - Invite suggestions / feedback

Next Meeting:

Thursday, February 13th at 7pm - Eileen will email online conference call number with login code

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Future Meetings:

Will be conference calls due to distance of Board Members – Eileen to send potential dates (Thursday evenings)

Meeting adjourned: 2:44pm

Respectfully submitted,

Deb Ashton
Secretary