

Ocean County Artists' Guild
Board of Trustees
22 Chestnut St. Island Heights, NJ 08732
Meeting Minutes

Monday, October 07, 2024, 6pm 22 Chestnut St. and Zoom

Agenda:

- A. Roll Call and Meeting Introduction
- B. Approval of Previous Minutes and Treasurer's Report
- C. Fundraising & Community Engagement Strategies
- D. Event Planning and Marketing Ideas
- E. Strategic Planning and Budgeting
- F. Media & PR

Present:

William Pike, President
Terry Konn, VP
Kim Daley, Corres Sec
Amanda Donovan, Rec Sec.
Wendy Kovacs, Member Sec. (Zoom)
Cagney Archdeacon, Treasurer
Danielle Archdeacon, Trustee
Carol Colvin, Trustee
Sally Cornelison, Trustee

Sara Gugliociello, Trustee
Rob Henne, Trustee
Diane Israel, Trustee
Marilyn Kralik, Trustee
Don Roberts, Trustee

Absent:

Frank Danner, Trustee

Guests:

Meeting Called to order: 06:00pm

TOPIC	DISCUSSION	DISPOSITION	Vote
Roll Call & Meeting Introduction	Techniques learned at the Grunin Foundation to maintain time, order, and respect: ELMO (Enough already, Let's M ove O n) and cowbell	Kim and Amanda will create a new meeting agenda based on Grunin Foundation templates for accountability and efficiency	Bill motions to have Amanda and Kim set up a new meeting agenda format based on Grunin Foundation templates. Cagney seconds it. All in favor, no nays

Approval of Previous Minutes & Treasurer's Report	September's meeting minutes were not provided on time for a vote and will be tabled to November	Amanda will send Meeting Minutes within 48 hours	No
	Financial report is unremarkable	Cagney will develop a new template for treasurer's report	
Fundraising & Community Engagement Strategies	Danielle's marketing efforts at Barktoberfest at Island Beach State Park was a success – she engaged with vendors, handed out business cards. Potential partnership with Friends of Island Beach State Park and Save Barnegat Bay	Danielle will follow up with Friends of Island Beach State Park and Save Barnegat Bay for collaboration	No
	Diane and Kim talked about starting satellite classes at Lacey Township	Diane will further explore offering satellite classes at Lacey	
	Bill talked about engaging with local schools to promote OCAG, invite classes to see the Juried Photo Show		
	Bill suggested creating a "Windows of the Guild" "Christmas at the Guild", etc. books and fine art prints to sell		
	Idea of increasing the rent prices for OCAG space is discussed as potential for hosting birthday parties, baby showers, etc. Terry suggested that Bill contact Kim C to find out what work she had completed on coming up with admin. Fees for room charges.	Bill will follow up about the Celebration of Life Ceremony for rental space. Bill to speak to Kim C about previous room charge fees	
	Bill discussed the need to maximize the time of Sunday Sitters to help out more at the OCAG		
	Carol suggests Members donate \$10 a month as a steady, easy way to raise money and pay membership	Carol will look into implementing \$10 monthly membership donation Wendy to re-share her suggestions on other membership rates	
	Bill suggested each Board member bring 1 new member each month	Bill asked Board members to think about recruiting members	
	Danielle and Cagney talked about selling paver stones as a way to raise funds		

Event Planning and Marketing Ideas

Bill discussed the success of open window galleries, members preview of Juried Photo Show, and Juried Photo Show. Should we have a closing reception for the Juried Photo Show?

Holiday Fair Dec 7

- Terry informed the group that planning has been on hold and the time for execution is now shortened. She informed everyone that the fair normally runs 10-4 pm in conjunction with the IH House Tour. Some vendors have already been booked.
- Discussion ensued about expanding the fair to have an evening Christmas Fair; ideas for a fire pit, special vendors, music or carolers ensued
- Terry reminded everyone that we will need electricity and lights outside
- Cagney suggested that we could rent a large tent to house vendors in case it rains and portable heaters if cold. The group discussed the cost and the cost-benefit of the expense
- Terry suggested that she could possibly change the time to 12-7 pm to accommodate the daytime families and have a few hours of adult celebration
- The group agreed to try the evening event with vendors and spiced wine and cider, wreath making, and Christmas music

- Terry will check with current vendors and see if the time can be extended
- Marilyn will identify vendors for evening portion of Holiday Fair
- Sarah will check on fire pit
- Bill will contact coffee vendor
- Evening food vendors need to also be booked

No

	Bill suggested a Paranormal Halloween fundraiser with a fire pit	Sarah will contact IH about fire pit	
	Marilyn talked about the importance of having a clear and consistent schedule and comprehensive calendar to avoid conflicts and to coordinate events effectively	Everyone will fill in the calendar month they were assigned with events for next meeting	
Strategic Planning and Budgeting	Bill introduced the concept of a 3-legged stool approach to OCAG's strategic plan, focusing on engagement, preservation, and fundraising. He suggested that a stipend be paid to individuals responsible for these aspects of the strategic plan: <ul style="list-style-type: none"> • Don Roberts – preservation • Grants and Engagement – Marilyn Kralik or other candidate • Fundraising – Danielle Archdeacon 		Bill motions to vote to hiring professional consultants. Marilyn says we need to have another vote once we know how much it will cost and who we will hire. All in favor of tabling it until next meeting.
	Cagney emphasized the importance of having a clear budget and financial reporting system to accurately track expenses and revenue	Cagney will develop a budget for marketing, lights, etc.	
Media & PR	Amanda presented the idea of combining the newsletter, social media, and publicity committees under the umbrella of Media to streamline news and increase engagement. Strategies include replacing the newsletter with a centralized News Desk, hosting exclusive members only content on the website, creating integrated social media campaigns, fostering relationships with local reporters for coverage, and developing a robust Partner Relations plan, including creating a Go Fund Me campaign Bob mentioned exploring paid Facebook Ads	Amanda will follow up with establishing new Media Committee	Marilyn motions for Amanda to create a new Media Committee to implement the new strategies. Cagney seconds. All in favor, no Nays.

Meeting adjourned 08:11pm