

MINUTES

Franklin County Arts Guild Board Meeting

July 25, 2017 | called to order by *Nancy Wallace*

Members Present

Nancy Wallace, Joe Butler, Margie Gallagher, Denise Miller, Mark Ledbetter

Approval of Minutes and Membership Report

No minutes were available as previous secretary did not provide typed copy of minutes and was not present. Approval of minutes was waived by board until such time as a copy of June minutes is received. Secretary reported that 37 of last year's members had paid their dues. Members who have not paid have been notified that dues are now due. Membership is being added to Master database created by Kim Phillips.

Treasurer Report Denise Miller

New treasurer was unable to give report since transfer of data and other information is not complete. Board waived report until such time as transition is complete.

PR Report Kim Phillips for Pat Richards

Kim was not available to give report for Pat Richards. Board discussed and voted to recommend that Kim Phillips act as email communicator for all primary emails using mail chimp. This provides a professional looking way of communicating to members and to outside groups.

Gallery Report: Margie Gallagher

- Gallery is doing ok, sales and visitors are low, but are consistent for summer
- Renovations are on hold and we need to decide about have an opening show in the current space
- Leaks are a continuing and worsening problem. Mark will be making roof repairs during renovations. May need a new lock.
- Alida Morgan and Margie Gallagher along with some diligent weeders have been making the garden look great.
- Alida Morgan's Member show and the community show American Retro will open August 3rd. Alida will be trying a hanging outside banner for her show.
- HAPi will be picking up their art pieces on August 1st.
- Need to announce and decide if we will participate in Tullahoma Arts Center events.

AGENDA ITEMS

1. Online Fund Raising: Kim Phillips
Item not discussed as Kim Phillips was not available

2. Scholarship Endowment and CD: Margie Gallagher and Denise Miller

Discussed recommendations of Community Fund of Middle Tennessee. Recommendations of CFMT (Attachment 1). Board voted to recommend that Guild accept recommendations of the CFMT and sign revised agreement and write check for \$10,000. Board further recommends that the Scholarship CD be cashed in at maturity in August and be put into Guild account for payment to CFMT for endowed scholarship.

Action Item: Cash in CD at maturity: Denise Miller

Action Item: See that revised agreement is signed and sent with check to CFMT: Margie Gallagher and Denise Miller

3. Arts and Ales: Nancy Wallace

Began discussion of Arts and Ales Event using Arts and Ales calender (Attachment 2). No dates in March are available so will have to move event to February 19 or 24. Preference was for the 24th. March will be the leader of Arts and Ales, Nancy Wallace and Joe Butler will act to assist him and work with guild to meet deadlines and make sure things get done. PR will handle media events and seek sponsorships (other will also seek sponsorships). Treasurer will handle ticket allocation and tracking to individual members. She will also receive money and track PayPal payments.

Ticket and poster colors will be the original colors from year one. Tickets will have the year in BIG letters easy to read when folks come in with tickets. Will keep the same logo for T-shirts and use grey with Navy blue printing. Will check on bargains for glasses and decide which one by next meeting.

First 100 tickets will be \$20 after that tickets will be \$25 and also \$25 dollars at the door.

Action Items: Mark will get some information about mugs for next meeting. Mark will also check on which of the two dates in February will work best for distributors. Margie will write TCA grant for A&A if available

4. 2017-2018 Budget: Nancy Wallace

Discussed straw budget that Margie presented based on last year's budget up to June 2017 and gallery discussion (Attachment 3). New Budget includes new QuickBooks, computer, 6 direct mails for community shows, 2 direct mail campaigns. Also includes payments for water and well as gas bills at the gallery. Mark Ledbetter also presented a template (Attachment 4) for comparison of budgets over the last 3 years including July 2016-June 2017. This template can be finished when transfer of files and data are completed to new treasurer and will allow for a fuller discussion of our evolving budget planning processes.

Conclusion. Straw budget accepted for operating until budget can be finalized. Board approved Purchase of computer and Quick books as soon as possible.

Next Meeting

Nancy Wallace adjourned the Board Meeting because we were out of time and it was time to start regular meeting. Board Meetings may take place at some other time and/or venue in the future.

Attachment 1

We have looked at the changes you suggested in this message and we will include in our scholarship procedure that the student awarded the scholarship be asked to write a thank you note to the Franklin County Arts Guild. I don't believe you want to make the scholarship contingent upon a thank you note, do you? We will ask the recipient to send us the thank you note and we will forward it to the Guild.

The second change we can make is to add "artistic talent" to the criteria resulting in this paragraph: "The Fund is intended to endow permanently one or more scholarships benefiting Franklin County students pursuing Creative Arts in higher education who live and reside in Franklin county. With emphasis on artistic talent, each applicant should be prepared to demonstrate the merit of their work by portfolio, performance, composition (or other tangible evidence) and letters of recommendation. They should also provide evidence of their academic record, letters of recommendation, and their financial need."

As noted above, Donors understand the selection process will be handled solely by The Foundation and shall balance merit and financial need with an emphasis on need. No student athlete should be excluded from consideration but athletic ability alone should not be the sole deciding factor."

The above paragraph is part of the scholarship document and can't be modified. For twenty-five years, The Foundation has based its scholarship decisions on the donor's criteria, merit and need, and it has worked well. These days all students have financial need (the difference between what the university costs and the money families have set aside for higher education.)

The scholarship will be advertised as an art scholarship and artistic talent will be the first consideration, but all scholarships here balance merit (criteria, academic potential and need).

Ellen Lehman has included the statements about the investment fees of scholarship dollars as well as the 1.25% management fee. Ellen is out of the country and will not return until July 28 when she will make these changes to the fund document. I am attaching the Total Return Policy for your information that we use for agencies who are establishing an endowment. It is a one-page and a clearer explanation of investments and returns than the Investment Guidelines (12 pages).

I hope these changes will be satisfactory to you and your group. If not, perhaps we are not the right entity to handle the Franklin Arts Guild Scholarship. If the scholarship works out, I look forward to meeting you and perhaps visiting the Franklin Arts Guild at some point. If you have any other questions, please let me know and I will get the answers to you.

Regards,
Pat

*Pat Cole
Scholarship Coordinator
The Community Foundation of Middle Tennessee
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Nashville, TN 37215
615 321-4939 ext. 116 fax 615 327-2716
888 540-5200*

Calendar for Arts and Ales 2018

Date	Tasks	Responsible Persons and Notes
<p>July 2017</p>	<p>ESTABLISH WILLINGNESS OF FCAG MEMBERSHIP TO PARTICIPATE IN AND SUPPORT THE EVENTS, INCLUDING SELLING 350 TICKETS, ACTING AS VOLUNTEERS FOR VARIOUS ACTIVITIES THROUGHOUT THE MONTHS LEADING TO THE EVENT AND AT THE EVENT</p> <p>Form 2018 Arts and Ales Committee</p> <p>This Committee will need certain key members:</p> <p><u>Mark Ledbetter</u>- Director of Arts and Ales (works with Cowan in getting beer license, distributors in getting beer and contacts (Backwoods Carboys), obtain music, knows magic place to get tables, ice, etc.</p> <p><u>President (or maybe VicePresident)of the Guild</u> (coordinates tasks and events with Director)</p> <p><u>PR Officer of the Guild</u> (coordinates all media with respect to event including radio and print ads, public service pieces, card handouts, social media, working Backwoods Carboys contacts to spread news of event, working with A&A website update)</p> <p><u>Gallery Coordinator or Designee</u> (coordinates events with respect to Art Show, demonstrations, decorations,</p> <p><u>Volunteer Coordinator</u> (schedules all volunteers for events including getting posters out, pre-event set up (with Mark), Art Show set up, event, breakdown and decoration for event)</p> <p><u>Ticket Sale Coordinator</u> (track tickets and ticket sales including online sales and preparation of will call tickets, finding places to sell tickets.</p>	<p>FCAG Commits to A&A</p> <p>FCAG membership selects this committee. Recommend that the committee have authority to make all ordinary decisions regarding event without voting by membership.</p> <p>Note:Mark Ledbetter Mark is key to Arts and Ales because of his unique knowledge. If we continue with this event we need to take on as many of the day to day tasks as possible in order to make his work less burdensome and to make the needs and timing of the event clearer to members whose help we need.</p> <p>Note : Maryann Knowles has done all work on website, ticket ordering, ticket tracking and online sales in the past three years. This is not really a part of her job description. But hopefully she will work with committee to explain how things can be done.</p>

	<u>Sponsor Coordinator</u> (seeks sponsors for the event)	
August 2017	<ol style="list-style-type: none"> 1. Establish budget for event 2. Establish Date for event in March avoiding spring break and Easter 3. Work with Cowan Development to schedule Monterey Station for event (or find other venue) 4. Establish color/style for event (tickets, posters t-shirts, tasting glasses) Suggest we use the original gold colors and increase the font of the date, so that ticket takers can check date for authenticity of tickets. 	<p>Committee</p> <p>Note: Any delay in the task in August will delay ticket printing, thus delaying ticket sales</p>
	Write TAC grant for event	Margie Gallagher
September 2017	<p>Order tickets</p> <p>Order T-shirts</p> <p>Order Tasting Glasses</p>	Maryann has the template for tickets and knows where and how to order.
	Determine places to sell tickets* (suggest at least one place in Huntsville, and one place in Murfreesboro)	Ticket sales coordinator
October 2017	Divide tickets into 10 ticket envelopes, set up tracking Have tickets ready to hand out to members for sale. Begin tracking ticket sales and continue throughout pre-event and event	Maryann has done this in the past
November 2017	Sale tickets at November Events and Artisan Depot using early bird incentives	FCAG Volunteers
	Publicize	PR group

December 2017	Sale tickets at December Events and Artisan Depot using early bird incentives	FCAG Volunteers
	Publicize	PR group
January 2018	<ol style="list-style-type: none"> 1. Schedule music for event 2. Determine Brewers that will attend (need 15) 3. Order 100 Posters with Brewers Symbols 	Mark Ledbetter
	<ol style="list-style-type: none"> 4. Schedule volunteers for poster distribution 	Volunteer Coordinator
February 2018	<p>Six Weeks Out</p> <ol style="list-style-type: none"> 1. Put up posters across area, including every bar in Franklin, Coffee and Grundy County 	Volunteers
	<ol style="list-style-type: none"> 2. Launch Social Media (with info on Tweeter, Instagram, and FB) 	PR group
	<ol style="list-style-type: none"> 3. Establish who will give art demonstrations and what they will need 4. Schedule Volunteers for events as well as pre-set up and post-break down 	Gallery Coordinator
	<p>Three Weeks Out</p> <ol style="list-style-type: none"> 1. Launch print media ads and PSAs 2. Schedule Radio spots on local radio events shows, schedule local Buzz show, Launch radio spots Buzz radio and The Rooster. 	PR group
	<ol style="list-style-type: none"> 3. Buy supplies for events (tablecloths, snacks, soda, water, cleaners and paper towels) 	Volunteer (Snacks (pretzels) and soda have been suggested)
	<ol style="list-style-type: none"> 4. Begin Collection of Art for Art Show, collect door prizes 	Gallery Coordinator
	<p>One Week Out</p> <ol style="list-style-type: none"> 1. Collect ice (as per Mark) 2. 3 days before event (set up tables etc.) 	Volunteer

	<ol style="list-style-type: none"> 3. 2days before event (tape tablecloths to tables, put up signs (Will call, etc) 4. 1 day out set up decoration, Art Show and Demonstration tables, Set up sound for music, Bring in ice 5. Get banks for art show, T-shirt sales and door ticket sales. 6. Have training session for event volunteers. <p>DAY OF EVENT</p> <ol style="list-style-type: none"> 1. Fill coolers with ice 2. Fill water containers (one volunteer need to make sure they stay filled 3. Get credit card reader, sales receipts, banks, wristbands, and stamps to event 4. Have volunteers for Will Call tickets, ticket holders, wristbands, and giving out tasting glasses, sell door tickets, designated driver tickets, and t-shirts and glasses 	
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*Everywhere we sell tickets, we can sell t-shirts so take some with you, sign them out.

Attachment 3 Straw Budget

Income	May 2017	2016-2017	2017-2018
Activities and Events			
Arts and Ales	8,573	9,680	9,000
Mask Making	28	100	
Other	440	380	

Total	9,041	9,680	9,000
Contributions and Support			
Matching Funds	0		
Grants-dedicated	6,610	4,110	
Scholarships-dedicated	615	750	1,000

Total	7,225	4,860	1,000
Donations	690	250	600*
Gallery Income			
Sales			
Cash	7,107		
Credit Card	4,497		
Off site sales	2,304		

Total Sales	13,909	20,000	16,000
Yard Sales	227	500	0

Total Gallery Income	14,136	20,500	16,000
Interest Earned	3	-	0
Memberships Dues	1,915	2,000	2,000
Other	86	300	0
Total Income	33,095	37,590	28,600

Expenses			
Activities/Event Expense			
Arts & Ales	4,327	4,250	4,500
Other Expenses	557	440	

Total	4,884	4,690	4,500
Advertising/Publicity	2,407*	1,900	2,204**

Contract Labor	3,903	2,000	2,500
Donations/memorials	50		-
Gallery			
Payment to Artists	9,836	14,000	12,000
Outside Shows	45	250	230
Project Costs & Improvements	965	2,000	1,235#
Reception	261	500	480
Square Fees	128	--	150
TN tax paid	1,271	1,625	1,400
Other gallery Expense	156	250	300
Total	12,662	18,625	16,745
Insurance	274	300	300
Grant Application cost	0	100	-
Postage Stamps & PO Box	132	1,300	200**
Printing and Copying	43	1,000	400**
Professional Memberships	140	150	200
Rent/Usage Fees	2,843	4,000	3,000
Scholarship	1,000	2,500	2,000
Supplies and Materials	389	600	1,250***
Taxes Fees License Reports	34	175	100
Utilities	505	1,000	1,000
Electric \$2000			
Gas \$711			
Water \$744			
Total Expenses	29,266	38,340	34,401
Net Income	3,750		

*includes payments for sponsored website and purchase of named URLs

**Advertising/publicity includes gallery expenses for printing and postage for 6 community show cards, direct mail campaign for open house, and direct mail campaign for endowed scholarship. Should move these expenses to postage and printing and copying???

***Includes funds for quick books, computer (no online function) for guild (maintain files of minutes, publicity, inventory, etc)

Attachment 4 Budget Template

2:34 PM
07/26/16
Accrual Basis

Franklin County Arts Guild
Profit & Loss
July 1, 2014 through July 1, 2016

	<u>Jul '14 - Jun 15</u>	<u>Jul '15 - Jun 16</u>	<u>Budget Jul '16 - Jun 17</u>
Income			
Activities/Event Income			
Arts & Ales			
Tickets	5,861.00	4,715.00	
Mugs	10.00		
PayPal	795.96	1,383.45	
Sponsors	2,000.00		
T-shirts	450.00	220.00	
Total Arts & Ales	9,116.96	6,318.45	
Other Activity/Event Income		380.00	
Total Activities/Event Income	9,116.96	6,698.45	
Contributions and Support			
Air Conditioner Fund	1,068.40	142.00	
Grants - Dedicated		200.00	
Other Donations	250.00		
Scholarship Fund - Dedicated	1,500.00	332.50	
Contributions and Support - Other	750.00		
Total Contributions and Support	3,568.40	674.50	
Gallery Income			
Sales			
Cash	14,736.65	11,419.13	
Credit Card		4,082.28	
Total Sales	14,736.65	15,501.41	
Donation (Gallery)	193.17	1,115.21	
Gallery Fees	1,005.00	618.36	
Reception Donation	20.40		
Gallery Income - Other		1,588.00	
Total Gallery Income	15,955.22	18,822.98	
Membership Dues	1,400.00	1,240.00	
Other Miscellaneous Income		121.00	
Sewanee Studio Tour Income		192.00	
Total Income	30,040.58	27,748.93	

Franklin County Arts Guild
Profit & Loss
July 1, 2014 through July 1, 2016

Expense	<u>Jul '14 - Jun 15</u>	<u>Jul '15 - Jun 16</u>	<u>Jul '16 - Jun 17</u>
Activities/Event Expense			
Arts & Ales			
Beer Distributors	1,540.11	1,713.10	
Entertainment	150.00	550.00	
Mugs	613.87	451.58	
Tshirts	400.00	424.00	
table rental	87.40		
Arts & Ales - Other	1,466.62	777.22	
Total Arts & Ales	4,258.00	3,915.90	
Activities/Event Expense - Othe	394.22	440.00	
Total Activities/Event Expense	4,652.22	4,355.90	
Advertising/Publicity	124.50	252.00	
Donations/Memorials	79.25	247.00	
Gallery Expenses			
Advertising	1,357.67	1,264.65	
Postcards			
Postage			
Payments to Artists	9,185.10	11,376.92	
Gas bill	14.98	502.28	
Outside Shows		365.00	
Reception expense	196.67	678.26	
Rent	2,607.95	3,046.19	
Supplies		477.66	
Taxes & License - City/County	22.00	48.00	
TN Sales Tax paid	1,196.31	1,352.00	
Other Gallery Expense	3,519.59	3,541.98	
Plants/Garden Maintenance			
Projects & Improvements			
Total Gallery Expenses	18,100.27	22,652.94	
Grant and Contract Expense		94.38	
Insurance	280.00	294.00	
Other Miscellaneous Expenses	154.32	100.00	
Postage and Delivery	34.00	417.10	
Printing and Reproduction		10.41	
Professional Memberships	124.00	115.00	
Reconciliation Discrepancies		-0.34	
Rent/Facility Usage Fees	400.00	200.00	
Scholarship Expense	983.85	472.46	
Supplies and Materials	194.79	43.00	
Taxes, Fees, License, Reports	13.00	128.76	
Website/Email expense	126.00		
Total Expense	25,266.20	29,382.61	
Net Income	4,774.38	-1,633.68	