



ART COUNCIL OF SOUTHWEST FLORIDA
Connecting artists and arts in southwest florida since 1963

Art Council SW Florida Minutes December 13, 2016

Aimee opens with introductions of attendees. See sign-up sheet

8 organizations represented =quorum

Minutes from November approved

Prospectus for coop gallery

Note changes: hours 12-6, fee=\$30

Approved

Budget

Question on benefits provided by council to member organization

Newsletter needs someone to take charge of website. Person needs to get information from member organizations to include in newsletter. Our newsletter included links to member newsletter.

Aimee is webmaster now but new person is needed. Constant Contact costs \$20/month.

What would it cost to hire someone to update & maintain.

Raise of fee to \$30 is because of increased advertising expense which benefits all members. Don Long doing the Public Relations

Lydia suggests that interns from WGCU could help with newsletter

Jeannette:

If we continue to use savings to cover expenses it will last only about a year

Need more income

Brochure is card to be passed out to public. \$99 for color cartridges for printer.

Only insurance is for liability and director's coverage. Waiver covers potential damage to artwork.

Ginny questions spending for advertising

Budget approved

Other business

Judy FuchsGallery Director

Atmosphere in gallery enhanced by seating area. Great excitement now. New artists.

Orientation for them. Don Long has agreed to do public relations, Wanda arranges

hanging. Thurs. night receptions now with music. Encourages all leagues to

come. Orientation will be on receiving day for new artists.

Have wall set aside for a different league each month (in works). We're on Facebook (Jeanette). Maybe try Trip Adviser. Artists should use it.

Jeannette needs commitment from art council members for ad in Fort Myers arts magazine.

Don- Bylaws need to be updated by a committee (the officers).

Aimee needs nominations for new officers now.

Ginny nominated Don Long for vice president. Seconded and passed.

Guest speaker=Lydia Black, Executive Director, Alliance for the Arts
Economic Impact Study

Florida at government level at lowest priority. We get no govt. money

In 2008--collect \$\$ data on how art enhances economic prosperity

Americans for the Arts

2010 good year to study Lee County. Got 42 nonprofit organizations to participate

Expanding to include Collier County

Purpose is to promote the arts to transform communities. Attach real numbers to support importance of the arts.

2010 data on website

There will be speakers to give talks to organizations.

Demonstrators

Ehren Gerhart

John Agnew. Exhibit

Adjourn 11:30 am

Respectfully submitted by Bev Taht