

Focus Art Executive planning meeting July 22nd 2010

Members present: Sandra Taylor-Hedges, Micheline Tanguay, Anne Bergeron, Libby Cameron, Tina Taliano-Morin, Bev Leroux, Pat Campbell, Adele Constantineau, Jacqueline Milner
Regrets sent by Denise Desjardins that she would not attend.

Agenda

- 1- Review of last year's meeting minutes.
- 2- Art in the park
- 3- Year planning for 2011
- 4- Financial Report
- 5- Brochures and Website
- 6- Discuss membership -database
 - membership cards
 - new application form
 - info letter of renewal
- 7- Cornwall free news
- 8- 5 year plan (needs specific meeting)

Item 1: Review of last year's minutes

-Funding for Focus Art. Now that we are a corporation we can now apply for funding from the government. We would like to apply for some grants, first being for assistance for the Arts in the Park event. We are hoping to get Rose Desnoyers involved in the funding application process since she has experience. Collaboration of both Focus Art and Centre Culturel on this grant proposal is being discussed.

-Sandra, Jacqueline and Adele met with Bernadette Clement who gave them information about the responsibilities associated with being incorporated. These responsibilities include:

- Board members should attend all meetings to stay informed. This shows accountability and commitment to our members.
- Getting liability insurance (see below for details)
- Keep an accurate paper trail of all activities and money collected.
- Considering having an accountant in the future.

The city is in the process of mapping an art plan of action and l'Association Focus Art Association needs to let the city know as soon as possible that we are now incorporated.

Action item: Sandra will write a letter to the mayor and the CEO of the city advising them of our new status, increased membership and our availability to be of assistance in future plans for the arts in the city. Pat Fish and Adele have written a French version to this letter.

-Focus Art should have insurance for board of directors against liability of debt. Liability insurance might be a necessity for meetings in case of accidents, injuries or damage to property. Sandra has attempted to discuss this matter with the Centre Charles Emile-Claude but administration is on holidays. She will get in touch with them in the near future. Is it possible for us to be a sub-clause under the Centre Charles Emile-Claude? If so, we would have to recognize them as a sponsor on all communications.

Action item: Sandra to look into insurance by next board meeting.

-Cornwall Square event. We will do it again if approached to do so.

-Arts in the Park. Darcy did footwork last year on this matter. Sub committee should be created to be in charge of the organization of this event.

-Ethics of the Focus Art members. If you have a problem with someone do it individually, not in emails sent to everyone. If it is an issue that is group oriented ask that it be added to the next agenda to be discussed by all members of the Board. When we are discussing Focus Art business, we should refer to it as "We" and not "I". For more information on Focus Art ethics, see last year's minutes.

-Looking at last year's yearly activity plan for 2010, all events discussed in the planning meeting went forward and were very successful.

Item 2: Arts in the Park

Discussion of what goes on at other Arts in the Park events in other cities. Most events are juried to avoid just letting anyone in. It is also juried to filter through applications when there are too many applications for the available spots. Must be well advertised and organized to attract quality work and make a name for our city in the area of the Arts. The event would not be called Arts in the Park due to the city already having an event with this title. Instead, Cornwall Art Festival was discussed.

First step is to create a committee that would be in charge of organizing the event. Representatives from the Board of directors for this committee are Bev Leroux and Adele Constantineau. They will be recruiting the help of other people (about 12) outside of the board of directors to help plan and organize the event. They will report back to Focus Art on their planning progress.

Item 3: Yearly plan for 2011

SEPTEMBER: Karen Gotzinger, a textile artist, is officially going to be our presenter for the kick off meeting in September. Karen is also open to giving workshops for the cost of 500\$ and if materials are required, she could supply bundles of fabric at 25\$ per person. Paints etc. would have to be supplied by each individual. Members would look at paying about 60\$ for members and 75\$ for non-members for a full day event including lunch and fabric (9-4pm) (Cost is based on 20 members attending the workshop). Saturday November 6th 2010 is a tentative date for this workshop. This workshop would replace the regular November member's meeting. Workshop will be brought up at September meeting to get a feel for the number of people interested.

OCTOBER: Juried show at Cornwall Public Library. Need to decide who will collect money and who jurors will be. Date for this event will be Thursday September 30th – Saturday October 2nd (drop off dates). President show

Collection Schedule

Thursday, September 30th Libby Cameron and Micheline Tanguay 5-8pm

Friday, October 1st, Sandra Taylor-Hedges and Pat Campbell 1-4pm

Saturday, October 2nd Bev Leroux and Anne Bergeron 9:30-11am

Monday, October 4th Sandra Taylor-Hedges and Anne Bergeron 9:30am (hanging)

Wednesday, October 6th vernissage snack Anne Bergeron and Libby Cameron

We have allocated \$50.00 to refreshments.

Jacqueline will circulate with refreshments to vernissage visitors.

Saturday, October 30th Sandra Taylor-Hedges and Libby Cameron 9:30am (pick-up)

Jurors will judge the show on Saturday October 2nd in the P.M. Open jury so everyone can attend.

The official show will run from Wednesday October 6th until Friday October 29th. The collection date is Saturday October 30th.

Information with specific show requirements will be posted for interested parties. Items that do not meet these requirements will not be accepted. Protocol will be written to explain collection procedures.

Categories include: oil, acrylic, watercolour, sculptures, mixed media, photography and drawing. To be considered an individual category, there must be at least 5 entries for the selected media to become an individual category.

Prizes will be: First place (50\$), second place (25\$) for each category, and 1 people's choice (part of honorary mention) and regular honorary mention (certificate and ribbon) per category. Ribbons, certificates and cash prizes for winners.

Show is open to all Focus Art members (regardless of location) and to non-members living within a 150km radius.

Action item: Sandra Taylor-Hedges will write up collection procedure.

NOVEMBER: Workshop with Karen Goetzinger Saturday November 6th or 13th 2010, 9-4pm (minimum of 20 people required but looking for 30 participants). Cost is 60\$ for members and 75\$ for non-members.

DECEMBER: Christmas party. Possibility of creating a co-op party with other art related communities. The date and details to follow.

JANUARY: Members meeting Wednesday January 5th with computer presentation by Bill Pearl. The ways artists can manipulate the internet to benefit their talents.

FEBRUARY: Collage workshop Saturday, February 5th 2011, presented by Sandra Taylor-Hedges (her rate is 200\$.) Workshop will replace the regular member's meeting (minimum of 20 people required). Cost of workshop is 60\$ for members and 75\$ for non-members.

MARCH: Member's meeting "From Scrap to Art" friendly competition. Wednesday March 2nd mystery bag of supplies provided for the project. Timed activity. Critique and prizes at the end of the activity. Members bring their own brushes and other stuff? A table of items will be accessible to all members if extra items are required to complete their piece.

Action item: Jacqueline Milner & Anne Bergeron will partner to prepare bags, guidelines etc. for this activity. A surprise gift will be awarded to the membership's favourite work.

APRIL: People's choice Art exhibition at Cornwall Square. Prizes for 3 best pieces will be in the form of mall gift cards. Vice president's show. Details on dates and theme to follow.

Action item: Theme to be determined by Vice President Micheline Tanguay and Pat Campbell and announced at the October art exhibition at the library.

Action item: Adele Constantineau will contact Darcy Thorpe on his position with the board.

MAY: Annual general meeting. The elections for new board members will take place during this meeting.

JUNE: Members' BBQ with presentation of new executive board members.

Item 4: Financial Report

As of June 30th 2010 Focus Art has 4275.34\$. The check for July, August, September storage fees is taken into account in this total.

Item 5: Brochure and Website

Official name "L'Association Focus Art Association" must be included in all communications. Logo will be changed to reflect the new title.

- Need new brochures to be printed up by beginning of August because we will be mailing these out for membership renewals. The new brochure should highlight sponsor logos.
- Remove item "member's meeting the first Wednesday of every month" replace with "check www.focusartonline.org for next meeting date".
- Include agenda of monthly member activities for the 2010-2011 year in the brochure

Minimum age for members should be reduced to 14yrs old from the previous 18 years old.

Recommendations for Website:

- Need to find someone to take care of the Website
- Should have link for French and English information so both are not on one page.
- Information on page should go from most recent to older.
- Older news should be archived monthly.
- Extra link could be added at the top with the title "events".
- Information should be updated regularly to avoid having old news posted for too long and to keep members interested and wanting to know more.
- Name and logo of local businesses that make a donation to l'Association Focus Art Association should be posted on the site.
- Rose Desnoyers is happy to make herself available for any translations necessary on the site.

Action item: Tina Morin will post Executive minutes every month on the website. Jacqueline Milner will give Tina all information necessary to complete this task.

Item 6: Membership

Database: Must update information for database.

Action item: Meeting at Sandra's studio Monday July 26th at 9:30am to update the member's list. Sandra Taylor-Hedges, Tina Morin and Pat Campbell will update this list and input information on Excel Spreadsheet.

Membership cards: Need new ones.

At first meeting in September:

- Bev Leroux collect money, indicate on application cash or cheque.
- Micheline Tanguay to write receipts
- Adele Constantineau check information
- Jacqueline Milner input updated information on spread sheet
- Libby Cameron 50/50
- Anne Bergeron hospitality funds to be reimbursed from petty cash.

Item 7: Cornwall Free News

Action Item: Jacquie will write-up proposal to Cornwall Free News including what they get, what we get and for how long.

Item 8: 5 year plan

To have an Art Center that serves as a meeting place, display space and workshop for all artists. A place that is inclusive and respectful to all. A place that offers programs and facilities at a rate that all members and community could participate. The center would include a display space that is available for rental for small gatherings, meetings and events.

Notes:

For all future events, cost will always include a member and non-member price.

A yearly event schedule should be sent to members ahead of time so members are aware of what's to come. This should be posted on the website for members and non-members to see.

Local businesses should be approached to become patrons of Focus Art Association. In return for their donation (ex: 100\$), these businesses would be advertised on the website, be included in communication and advertisement, and receive a certificate stating that they support local artists. We will donate a 4x6 piece of artwork for all businesses who donate 100\$ or more. Executive members have set a goal to recruit at least 1 patron each.

Action item: All Executive Members to find at least one patron
Sandra to write up letter to be presented to the businesses

Executive meeting dates for 2010-2011: Third Wednesday of each month.

Sept 15th 2010 (Discussion of 5 year plan)
Oct 20th 2010
Nov 17th 2010
Dec 15th 2010
Jan 19th 2011

Feb 16th 2011
March 16th 2011
April 20th 2011
May 18th 2011
June 15th 2011