

# Pastel Society of Colorado Board Meeting Minutes

September 12, 2009

Attendees: Mike Ray, Norbert Nagel, Ann Willoughby, Sue McKelvy, Susan Smith, Kathy Imel, Diane Fechenbach (guest), Carri Currier

10:05 AM - Meeting called to order by Sue McKelvy

1. Approve minutes from August board meeting – Kathy Sue moved approval. Motion passed.

2. Reports:

a. Treasurer's report – Carri Currier

- see attached reports

- Carri requested documentation to go with the workshop payment to Susan Ogilvie; Diane Fechenbach said she would provide

- National Show has lost about \$1300 to date

- Sue McKelvy re-addressed the need to create a group/meeting budget for each meeting group (West and East); suggested this as \$1000

- Sue McKelvy also reminded the Board that we want to create a budget for 2010 at the November BOD meeting

- Carri indicated that she needs to combine the "Summer" category and the "Members show" and will do this on the financials she sends out for inclusion in the minutes

b. Membership report – Sue McKelvy for Penny Creasy

- 262 members to date

- Penny asked that everyone be reminded that the reminder for dues needs to go out soon

c. Programs - Gail Posner (no report)

- Oct: Bev Lee

- Nov: Clive Tyler

- Dec: Holiday party; no plans made yet

d. Paint outs: Mike Ray, Kathy Imel, Norbert Nagel

- September: Walden paintout and fundraiser for North Park Medical Center

- Oct: Cheyenne Mountain Zoo

- Nov: Denver Historic Houses

- Mike, Norbert, KJI met and planned the locations for next year

- Ann offered to send out an email blast to members asking for paintings to be donated to the Walden fundraiser; to participate, they have to bring the paintings to Mike, Norbert, Kathy, or Susan Smith

- Sue M thanked the group for organizing the paintouts for everyone

e. Mile High National: 2009, 2010 – Diane Fechenbach  
- tabled to later in the agenda

f. Members show 2009 – Penny Creasy  
- see New Business

g. Awards – Mike Ray  
- no activity

h. Signature membership – Diane Edwards  
- Diane Edwards notified the Board that Susan Smith has met the qualifications for signature membership  
- Ann move approval of her membership; Norbert seconded; motion carried

i. Newsletter – Ann Willoughby  
- a member has volunteered to replace Ann, Tegwin Matenaer (a CA member)  
- Ann offered to continue to do the email blasts and help her in any way she can; could act as co-editor  
- Mike will continue to do the pickup and mailing  
- Board supported welcoming Tegwin as the new editor

### 3. Old business

a. Mile High National Report – Diane Fechenbach  
- Diane F distributed a summary of the activities (see attached)  
- she said most of the things in the report were just informational and do not require action from the Board, primarily designed to be helpful to the next year's committee  
- Ann will look into putting the most current version of the member list into a Google doc; she will get back to us on this  
- Regarding collection of W-9's from artists: Carri wants to get the W-9 prior to providing any check; for awards, need to give them a W-9 in their award envelope, if they provide a completed copy at the show, we will have the checks there and can give it to them as soon as they fill out the form  
- Sue M noted that there was nothing in the Notes regarding the 2-year suspension issue  
Issues for discussion and decisions:  
1. Digital entries: we will no longer accept slides beginning in 2010  
2. Digital signatures: Diane F would like to wait until 2011 for this  
3. Online payment: Carri will check into getting online payments for entry fees  
4. Should Category B (non-representational) be eliminated? There were only a few entries in Category B this year. Following discussion, the BOD decided to keep the Category as part of the show  
5. Prospectus: Sue M recommended the term "Prospectus" be changed to "Contract" so that is very clear that this IS a contract - the Board agreed  
6. Notifications: Sue M suggested that we eliminate all the paper that we send out, have the info online for download or we can email it to the artists if they have trouble

downloading; Diane F suggested that all we send out for acceptance is acceptance letter and the colored pickup dates notice, all the rest would be online, that way a first class stamp will be sufficient on their SASE; Kathy suggested having bulleted list on the letter saying what things will be found online; Kathy did not feel that there was a need to have password access to the forms – BOD agreed; BOD supported the idea of posting the accepted artists on the website

7. Entries/valid current membership: the current PSC member list will be available to the Chair;

8. Gallery: Photo policy – BOD discussed; Carri moved that we use whatever the venue's policy is (if they don't have one, then there is no prohibition against photos)

9. Miscellaneous:

Venue: discussion regarding reusing a venue so that we have only three venues (Grand Junction Art Center, Curtis Fine Arts, and one other); Kathy said she would like to see this at venues that support sales – Diane F will check with Longmont to see if they would bend their policy, if not then she will check into another third venue that will support files  
Website: Diane would like to add a bunch of new stuff to the website (list is on the attached Mile High National Notes), BOD agreed.

Template for mats: Norbert suggested including a value scale, BOD agreed

2-year banning from show if don't deliver the painting: Sue suggested that if art is delivered and non-conforming, then we notify them at the time of deliver, they then get the option of re-doing or not putting the painting in the show – so then the 2-year ban would not apply; if someone does not deliver the art at all, then they would be the ones that get banned and only from the National Show; Diane F said she feels that non-conforming deliveries should still be banned but only for 1-year; Kathy suggested that there be a backup list of artists that can be allowed to enter if paintings are not provided for the shows; Mike felt that there is no difference between the 2 categories, so the ban should be the same; Carri felt the rule should be enforced consistently; Kathy suggested having a delivery form that the artist must fill out with a checklist validating that they have confirmed the size, the mat color, etc. Final Decision: BOD felt that we need to enforce the 2-year ban for all categories, include a checklist for delivery, there would be the option of having an alternate list for 2010 and then mandatory starting in 2011

10: Budget:

- tabled until November Board meeting

b. Dues Increase – Sue McKelvy

- Sue M recommended that the new dues increase be \$30 for those receiving an e-copy of the newsletter and \$36 for hardcopy (opt-in and prepay)

- the actual cost for printing and mailing the newsletter is significant (estimate \$1.50 per newsletter at 6 times per year)

- Mike moved increase to \$30 for e-copy and \$36 for hardcopy; Susan Smith seconded; motion carried unanimously

c. BOD Elections/Nominations

- we have a number of openings (Secretary, Treasurer, VP east, Co-President, VP West, Programs Chair, certain number of director re-elections)

- Mike chairs the Nominating Committee (as immediate past Pres); Mike has offered to call members in the Front Range to see if willing to serve
- Carri discussed the qualifications needed for Secretary and Treasurer in particular
- Kathy brought up that there needs to be a fall back position of what services are eliminated if the officer positions are not filled, so the membership can be notified
- the ballot needs to go out in the next newsletter, so Sue suggested the calls be made before the next general meeting (the next newsletter deadline is Oct 20), and Sue M would like to have a report back on results of calling by the next general meeting

d. Handell Workshop update – Diane Fechenbach

- Diane talked to Albert Handell, one person has cancelled but a waitlist person has been moved in
- Handell agreed to a max of 22; deadline for preferential signup for PSC members is over
- Diane brought up the issue of having 3-day versus 5-day workshops; discussion, no decision
- need to see if there is an alternate location in the event that the weather goes south, as Terry Ludwig's space is not adequate for 22 people to paint – would only work for the demo

4. New Business

a. 2010 Members Show

- CoArt Gallery: Carri brought in a proposal (see attached); there would be a significant cost, but they would staff the gallery and take care of sales tax
- Kathy brought an offer from TASHCO to use their free gallery space in the North Valley Tech Center
- further discussion will be tabled until November BOD meeting

*NOTE: At the October member meeting, a short BOD meeting was held (a quorum was present) to discuss a new venue discovered by Kathy – the Downtown Aurora Visual Arts Gallery; the venue would be free, and if we teach some pastel workshops for kids, would support our 501(c)3 educational requirements. BOD approved the venue.*

b. Budgeting for east slope and west slope

- tabled until November Board meeting

c. Editorial in the PSNR newsletter – Sue McKelvy

- the facts were distorted and inappropriate
- the editorial is slanderous to the PSC and potentially actionable
- the BOD feels that a response letter should be sent to the officers, rebutting the editorial and publish our response in their newsletter
- Sue M recommended that we ask Diane Wood to send this letter (since she is a member of PSNR and the Co-Chair of the National Show)
- Diane F crafted a draft response letter which Diane W will reword and send

d. Any other new business

- Calendars: Carri – we have several extra calendars from IAPS that were given to us that we can sell at the next meeting

Meeting adjourned at 1:00PM.

Respectfully submitted,

Kathy Imel  
Secretary

Pastel Society of Colorado  
**Balance Sheet**  
As of September 15, 2009

Sep 15, 09

**ASSETS**

Current Assets

Checking/Savings

VectraBank Colorado 2,113.61

Total Checking/Savings 2,113.61

Other Current Assets

CD

Interest 144.01

CD - Other 5,000.00

Total CD 5,144.01

Total Other Current Assets 5,144.01

Total Current Assets 7,257.62

**TOTAL ASSETS** 7,257.62

**LIABILITIES & EQUITY**

Equity

Opening Bal Equity 6,192.68

Retained Earnings 1,269.39

Net Income -204.45

Total Equity 7,257.62

**TOTAL LIABILITIES & EQUITY** 7,257.62

Pastel Society of Colorado  
Profit & Loss  
January through December 2009

	<u>Aprons</u>	<u>East Slope</u>	<u>Members Show 2009</u>	<u>Natl 2008 Show</u>	<u>Natl 2009</u>	<u>West Slope</u>	<u>Unclassified</u>	<u>TOTAL</u>
<b>Ordinary Income/Expense</b>								
<b>Income</b>								
Advertising/Newsletter	0.00	0.00	0.00	0.00	0.00	0.00	20.00	20.00
Commission	0.00	0.00	616.00	137.00	0.00	0.00	0.00	753.00
Donations	0.00	0.00	0.00	0.00	0.00	0.00	50.00	50.00
Interest on CD	0.00	0.00	0.00	0.00	0.00	0.00	39.25	39.25
<b>Members Shows Income</b>								
Entry fees	0.00	0.00	1,005.00	0.00	0.00	0.00	0.00	1,005.00
<b>Total Members Shows Income</b>	0.00	0.00	1,005.00	0.00	0.00	0.00	0.00	1,005.00
<b>Membership Dues Income</b>	0.00	0.00	0.00	0.00	0.00	0.00	3,900.00	3,900.00
<b>Mile High National Shows</b>								
Color Catlg	0.00	0.00	0.00	0.00	245.00	0.00	0.00	245.00
Entry fees	0.00	0.00	0.00	210.00	3,825.00	0.00	0.00	4,035.00
Workshop fees	0.00	0.00	0.00	0.00	10,400.00	0.00	0.00	10,400.00
<b>Total Mile High National Shows</b>	0.00	0.00	0.00	210.00	14,470.00	0.00	0.00	14,680.00
<b>Product Sales</b>	234.50	0.00	0.00	0.00	0.00	0.00	0.00	234.50
Signature Membership	0.00	0.00	0.00	0.00	0.00	0.00	50.00	50.00
<b>Total Income</b>	234.50	0.00	1,621.00	347.00	14,470.00	0.00	4,059.25	20,731.75
<b>Expense</b>								
Aprons	-175.50	0.00	0.00	0.00	0.00	0.00	0.00	-175.50
Awards for Exhibit/Show	0.00	0.00	0.00	0.00	1,042.76	0.00	138.47	1,181.23
Contributions	0.00	0.00	0.00	0.00	0.00	25.00	50.00	75.00
Dues and Subscriptions	0.00	0.00	0.00	0.00	0.00	0.00	150.00	150.00
<b>Meetings</b>								
Demonstration expense	0.00	375.00	0.00	0.00	0.00	450.00	100.00	925.00
Room rental	0.00	216.00	0.00	0.00	0.00	175.00	50.00	441.00
<b>Total Meetings</b>	0.00	591.00	0.00	0.00	0.00	625.00	150.00	1,366.00
<b>Members Shows</b>								
Spring 2009	0.00	0.00	675.00	0.00	0.00	0.00	0.00	675.00
Summer 2009	0.00	0.00	500.00	0.00	0.00	0.00	0.00	500.00
<b>Total Members Shows</b>	0.00	0.00	1,175.00	0.00	0.00	0.00	0.00	1,175.00
<b>Mile High National</b>								
2009	0.00	0.00	0.00	0.00	165.60	0.00	0.00	165.60
<b>Total Mile High National</b>	0.00	0.00	0.00	0.00	165.60	0.00	0.00	165.60
<b>Newsletter</b>	0.00	0.00	0.00	0.00	0.00	0.00	674.38	674.38
<b>Office Supplies</b>	0.00	0.00	22.99	0.00	69.08	0.00	174.03	266.10

Pastel Society of Colorado  
**Profit & Loss**  
January through December 2009

	<u>Aprons</u>	<u>East Slope</u>	<u>Members Show 2009</u>	<u>Natl 2008 Show</u>	<u>Natl 2009</u>	<u>West Slope</u>	<u>Unclassified</u>	<u>TOTAL</u>
Postage and Delivery	0.00	0.00	0.00	0.00	303.99	0.00	736.53	1,040.52
Printing and Reproduction	0.00	0.00	82.06	0.00	1,544.16	0.00	204.92	1,831.14
Proceeds of Painting Sale	0.00	0.00	554.40	0.00	0.00	0.00	0.00	554.40
Professional Fees								
Accounting	0.00	0.00	0.00	0.00	0.00	0.00	175.00	175.00
Total Professional Fees	0.00	0.00	0.00	0.00	0.00	0.00	175.00	175.00
Signature Membership Expenses	0.00	15.00	0.00	0.00	0.00	0.00	0.00	15.00
Travel & Ent								
Board Meeting Lunch	0.00	63.11	0.00	0.00	0.00	0.00	0.00	63.11
Meals	0.00	43.00	0.00	0.00	14.14	0.00	0.00	57.14
Travel	0.00	0.00	0.00	0.00	687.95	0.00	0.00	687.95
Travel & Ent - Other	0.00	0.00	0.00	0.00	2,584.13	0.00	0.00	2,584.13
Total Travel & Ent	0.00	106.11	0.00	0.00	3,286.22	0.00	0.00	3,392.33
Workshop fees & expenses	0.00	0.00	0.00	0.00	9,050.00	0.00	0.00	9,050.00
Total Expense	<u>-175.50</u>	<u>712.11</u>	<u>1,834.45</u>	<u>0.00</u>	<u>15,461.81</u>	<u>650.00</u>	<u>2,453.33</u>	<u>20,936.20</u>
Net Ordinary Income	<u>410.00</u>	<u>-712.11</u>	<u>-213.45</u>	<u>347.00</u>	<u>-991.81</u>	<u>-650.00</u>	<u>1,605.92</u>	<u>-204.45</u>
Net Income	<u><u>410.00</u></u>	<u><u>-712.11</u></u>	<u><u>-213.45</u></u>	<u><u>347.00</u></u>	<u><u>-991.81</u></u>	<u><u>-650.00</u></u>	<u><u>1,605.92</u></u>	<u><u>-204.45</u></u>

# 2009 Mile High National

## Longmont Museum & Cultural Center

### Notes to File

#### Juror

- Coordinate workshop dates with juror and art center – include in art center letter
- Send confirmation letter with workshop contract
  - Include calendar of milestone dates at bottom
  - Send two copies of letter and contract and SASE for return of initialed copies
  - Send copy of letter and contract to show chair
- Build in time/date on calendar to visit plein air sites
- Include juror's instruction letter with entries
- Have two copies of blank award sheet ready when juror judges for awards

#### Prospectus

- Consider lighter weight paper? Dennis advised that cost is in the color, not paper
- Consider larger size so can consolidate other items
  - Example: permission to publish
- Move calendar from back of entry form
  - Include instructions to future chairs on how to determine dates
- Eliminate slide entries (would open space for calendar)
- Move to on-line entries ... no CDs mailed
  - must still have signed entry form and fee received by deadline
  - rem an all on-line system still requires all other steps be done manually
- Eliminate category B ?
- Standardize frame size: “no smaller than 11 x 14, no larger than 24 x 36 ? .... 36” any direction ?”
- Coordinate with art center on acceptable subject matter
- Paintings may be presented with or without a mat, mats must be off-white
  - Give list of acceptable whites (attached)
- Send prospectus to previous entrants and previous exhibiting artists

#### Entries

- Tweak file name, as suggested by Karl Johnson
  - JPEG (all caps), 2Mg, max: 1600 longest dimension, 72 dpi min resolution
  - File name: last + first initial + entry # + 10 characters of title
- Modify entry flow chart and give to entry person

- Entries must be logged onto Excel spreadsheet
  - Number each entry
  - Sort by name, state, title, category
  - if entry person cannot use Excel, need a volunteer to do it weekly
  - copy of spreadsheet to show chairs
- Entry fees must be noted on spreadsheet and sent to Treasurer weekly
- Need current member list available on line to verify fee paid
- Send two copies of spreadsheet (1 – alpha name, 1 – alpha title) and two copies of CD of entries to juror

### Notifications

- Reject letter o.k.
- Acceptance letter:
  - Send only acceptance letter,
  - include more info in letter,
  - post other forms on website with a password for access by accepted artists
  - artists without web access can send 9x12” manila envelope with sufficient postage for hard copied
- Correct language in W-9 notice and add to letter rather than separate sheet
- Remove language about signature membership
- Add language re written permission for pick up to the acceptance letter
- Modify pick up notice to include CRS language, print on color paper and include with acceptance letter
- No bin work
- Post accepted artists on website?

### Delivery of artwork

- Print contact sheet of accepted art – 1 copy chair(s), 1 copy check in committee, 1 copy attach to prelim inventory for art center, 1 copy to shipping agent
  - Send updated contact sheet to art center with final inventory
- Change policy of one painting per shipping carton?
- Incorporate some of changes made by Longmont into check in check list
- Get check in check list for shipping agent
- Always have extra forms at check in
- Add condition report for shipping agent and/or chairs to use for shipped work
- Make minimum frame template for use during check in – add graphic to website showing how to measure the frame
- Chairs should be present during check in to handle questions and issues
- Update pick up check list and instructions for deinstall committee

## Workshop

- Include dates in confirming letters to art center and juror
- Negotiate fee for studio with art center
- Set up calendar to publicize to membership and dates to publicize nationally
- Post registration form and contact info on web site – update if workshop filled and wait list started
- coordinate requirements for sites with juror
  - If plein air
  - If studio
- Send list of suggested hotels to participants with materials list and reminder re final payment of fee
- Send participants list of other students as soon as possible so they can arrange travel/hotel with others
- Establish time for juror to visit suggested plein air sites and studio
- Prep maps of plein air sites to hand out on first day
- Comment sheets also include place for how to improve, suggestions for future workshops

## Gallery

- Send confirming letter to art center
  - Include calendar of milestone dates
  - Include with contract if used
  - Two copies : 1 to sign/initial and return in SASE provided
  - Set dates to get art center preliminary and final inventory, include contact sheets as FYI
- Need PSC policy re photos in the gallery
  - Create signs
  - Add para re policy to all letters?
- 501(c)3
  - Include designation in PSC information
  - Make large pastel poster that can travel to each show
  - If possible, include display cases and/or educational info
  - Arrange for docents and docent training
  - Offer mini seminar re pastel ... the pastel primer
  - Get 501(c)3 number to chairs so can use for tax exempt
- Have sales prices to hand out at the reception
- If cannot include prices on title cards, prepare contact signs to post in gallery
- Get a pedestal for the artist resume book
  - Have instruction sheet for artists?

## Awards

- Keep donor spreadsheet updated – use Excel so info can be resorted
  - Use returned envelopes to update lists
- Set up calendar with deadlines for initial mailing to donors and with follow up dates
- One week before judging
  - Tally merchandise donations
  - Sort awards packages
    - Identify any local awards
- Award winners
  - Post a list in the gallery
  - Create insert for catalog or hand out for opening reception
  - Post on web site
  - Send to national magazines with blurb re PSC show
- Ribbons
  - Identify paintings if cannot hang ribbons
  - Limit ribbon length to 14”

## Publicity

- Each year update contact info for national pubs
- Coordinate with art center on their PR list and their deadlines
- Update calendar with deadlines
  - National mags
  - Newsletter
  - Long lead pub deadlines
  - Drafts and proofs
  - Printing schedule and lead times
  - Mailing dates – including lead times for mailing service
- When selected show is returned by juror, select 10-12 images for publicity
  - Criteria: color, graphic, black and white, previously published
- Maintain list of exhibiting non-member artists and previous entrants to invite
- Catalogs
  - Keep revised layout
  - Correct language on color permission slip: fee is per painting
  - Increase color fee ?
  - Order half as many catalogs
    - 1 ea exhibiting artist
    - 1 ea donor (be sure logo on back is correct)
    - Art center copies
    - 10-15 PSC archives
    - Balance offered for sale
      - Gift shop?
      - PSC table at opening?

- Try to include painting on cover – check deadline dates
- Catalogs for artists
  - Put in envelopes? with name and name tag for pick up at opening
  - Mail to artists or include with paintings being picked up or shipped
- Send list of winners and images to national mags, to newsletter, and to web site

### Reception

- Coordinate who does what, who pays for what
- Check with art center/gallery re music
- Arrange for demo artist and specify location, and set up/take down times
- Create name tags for
  - Exhibiting artists
  - PSC chair(s)
  - Art center personnel
  - Award winners

### Miscellaneous

- One week prior to opening calculate \$ to Treasurer for checks
  - Juror
    - Jury fee
    - Workshop fee
  - Volunteer reimbursement
  - Art center pro rata expenses
  - Caterer
  - Music
  - Award winners
- Assemble profit/loss spreadsheet
  - Set deadline for submission of expenses from volunteers for reimbursement
  - Calculate actual vs budget
  - Break out expenses by category
- Recommend PSC approach past or future venues to host the show again
  - Eliminate the hassle of identifying and negotiating with new venues
  - Rotate between west Colo., front range, north Colo.
  - Local chair already has committee and show notebook/templates in place so eliminate the learning curve
  - All of the local chairs could form the show advisory committee to pool resources and ideas
- We have gotten a few inquiries re entries from Canada, for example; we recommend the BOD consider expanding the show to include North America.

Suggested list for web site:

1. prospectus
2. workshop registration form and contact info
3. documents for accepted artists (access password)
  - a. presentation instructions
  - b. shipping instructions
  - c. hand delivery instructions
  - d. maps
  - e. sample press release
  - f. inventory form
  - g. color printing in catalog form
  - h. pick up instructions
  - i. suggested mat colors
  - j. how to measure your frame graphic and instructions
4. postcard/invitation
5. winning paintings