

# CSA/NMAM Minutes – Board meeting June 10, 2015

The meeting was called to order at 6:10 PM

## Treasurer's report:

		CHECKING	SAVINGS	TOTAL
<b>5/1/2015</b>	<b>BALANCE</b>	\$12,636.18	\$13,705.84	\$26,342.02
EXPENSE		(\$9,501.48)		
INCOME		\$2,115.00	\$0.35	
<b>5/31/2015</b>	<b>BALANCE</b>	\$5,249.70	\$13,706.19	\$18,955.89

**Expense (5/1 thru 5/31)**--87% CAST expenses; 10% AIP expenses

**Income (5/1 thru 5/31)**--90% CAST sponsors/lodger's tax

### FINAL CAST RESULTS

INCOME TO DATE		
NO. OF PAID ARTISTS	82	\$9,755.00
NO. OF SPONSORS	38	\$9,950.00
TOTAL		\$19,705.00

EXPENSES TO DATE		\$18,667.17
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NET GAIN		\$1,037.83
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### MEMBERSHIP

119 members

Member dues starting to come in

### ART IN THE PARK

INCOME	\$1,015.00
EXPENSES	\$990.00
NET GAIN	\$25.00

29 PAID BOOTHS; 31 ARTISTS

PRORATED RACK/POSTCARDS/POSTERS OVER 4 EVENTS

Chip Babb attended the meeting with the intention of demonstrating his Art Show Management software, but the internet connection was too slow. He will come back in July with equipment that will enable him to demonstrate the program. Meanwhile, if anyone wants to experiment around with it, go to

<http://myshowmgr.com> and sign in using username/password guest/guest, then go to <http://myshowmgr.com/tour/tour.aspx> .

## **CAST:**

The CAST committee has come up with a list of recommendations for next year's event:

1. Require CSA/NMAM membership for participation in CAST.
2. New entry fees:
  - Early Bird - \$140 (\$40 increase)
  - Entry Fee - \$180 (\$40 increase)
3. Require volunteer work. If someone does not volunteer, they will not be able to participate in the following year's event.
4. A recommendation was made to limit the number of artists and/or venues, but this was decided against.
5. A recommendation was made to eliminate commercial venues (other than B&B's and wineries), but this also was decided against.
6. Restore information tents at the north and south ends of the village.
7. Re-structure the volunteer sign-up – be much more specific about tasks and time involvement.
8. Include alphabetic list of artists in the digital/print materials.
9. Include list of artists by medium in the digital/print materials.
10. Include artists' phone numbers in catalog/social media.
11. Include multiple proofing steps for production materials.
12. Assure adequate inventory of and access to maps. Avoid reliance on on-line maps. Enlarge downloadable maps so they can be more easily read when printed.
13. Eliminate artist packet; send forms via email, let artists pick up catalogs/cards at the potluck or preview gallery.
14. Have increased exposure of preview gallery – in advertising, etc.
15. Place more importance on getting sponsors to the preview gallery reception.
16. Include realtors in publicity during their parade of homes.
17. Continue:
  - Early bird rates
  - Use of Villa Acequia
  - Preview gallery caterer
  - Preview gallery display layout
  - Preview gallery musician

Several committees will be formed to do preparatory work for 2016 CAST with reports due by October 1st:

- Develop projected budget for 2016 CAST – Headed by Ken Duckert
- Review PR program and develop written plan by Nov 1<sup>st</sup> – Headed by Denise Elvrum
- Rethink formats for catalog and map – Headed by Ric Speed
- Review overall signage plan – Headed by Rick Snow and Dennis Chamberlain

- Restructure sponsor recruitment – Headed by Bonnie Mitisek
  - Set an early goal for sponsorship program
  - Restructure sponsor solicitation plan/forms
  - Consider an early bird sponsor registration with incentives
  - Involve general membership in identifying their suppliers as potential sponsors
- Review organization of the preview gallery – Headed by Trish Simmons
- Consider implementing event software – Headed by Ken Duckert

### **Art in the Park:**

The June AiP had 31 artists in 29 paying booths and good traffic and sales

Sales range: \$0-\$600

Average sales per artist: \$240

11 artists had sales over \$200

7 artists had sales over \$300

2 artists had sales over \$500

Average rating of the value for this AIP: 3 (scale was 1-5, 5=high)

\$1015 income from booth fees and \$990 expenses, which includes a pro-rated charge for printing of posters, postcards and rack cards

For the next three events there is a fixed expense of \$700 each, including the printing costs, porta-potty, etc.

There was an advertising expense of \$270 for the Sandoval Signpost.

The roving musicians was a great idea, it might be good to have roving players all day and abandon the bandshell.

One of the food trucks had a generator that was too noisy – will not be invited back.

It was discussed to offer the Placitas Studio Tour artists to participate one time in AiP, paying the booth fee, but not requiring they join CSA/NMAM (but with the hope that they would).

### **Harvest Fest:**

The Village has plowed and re-seeded the soccer field, and it will not be ready for use by Harvest Festival time, so they are re-considering where to put the food, music and artists' tents. Wherever the food goes, the art needs to follow!

### **Holiday Fest:**

We need to develop a timeline for work on the Holiday Fest. Ron will draw up an outline of what he did last year. It is up in the air as to whether the field will be ready or not. Possibly we could set the tent up at the north end of the parking lot.

## **Jury/membership Guidelines:**

The new Membership Guidelines were presented. An obsolete email address was deleted and the acceptable formats for submitting work to the jury were reduced from four to only one – an email containing at least three high-resolution pictures of each medium the artists is applying for.

## **Corrales Art Center:**

The resolution CAC presented declaring its goals has been approved by all but two of the requested signee organizations.

The Lantern Project for 2015 has been announced. Artists can make a lantern (using battery-powered lights) to be auctioned off at the Starry Night event. Artists can provide information about the piece and themselves. See [http://wp.corralesartcenter.org/?page\\_id=754](http://wp.corralesartcenter.org/?page_id=754) for more info.

The meeting was adjourned at 7:02 PM

Ric Speed

Secretary, CSA/NMAM