



🏠 **Location:** Vivianna Irizarri's Home  
📅 **Date:** October 18, 2022  
🕒 **Time:** 1:00 – 3:00 PM

## Meeting Minutes

### I. Welcome

The meeting attended by:

Members:

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#### Members

JoAnne Crowson

Vivianna Irizarri

Peggy Keigley

Elaine Rath

Maria Hildebrand

Donna Winkelman

Jody Futterman

#### Guests

Scott Brown

Kathleen Cody

If I have forgotten anyone, please be let me know so this list can be corrected.

### II. What Have You Been Up to?

We had an impressive display of new works by our members and guests. Great conversations were sparked from the artwork presented.

Photos of the presenters and their art will be posted to the website.

### III. Guest Speaker; Scott Brown, Director of COCO Art Gallery, Naples

Scott Brown provided an overview of how the COCO Gallery functions and how to apply. He also highlighted the benefits of participation to the artist and their associated art association.

### IV. Update on Guild Show – Peggy

Peggy led a discussion on the most common ways our members sell their work today, in an effort to explore additional sales options.

We are currently working on exploring the possibility of hosting a show at Reflection Lakes.

JoAnne reminded the members that if we did not obtain volunteers to work with Peggy in coordinating a show, we would not be able to put on an event hosted by AGON. Anyone willing



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to serve on the Events committee, with Peggy as the Chairperson, should contact Peggy directly. Many hands will make light work.

### **Announcement of an Art Event Open to AGON members:**

We have worked with the HOA of Naples Reserve to come to a compromise presenting an art show in the Naples Reserve community. NR HOA will not permit AGON to host a show and bring in outside artists, however they have arranged for a company named Karyn's Vendor Events to host an art show here at Naples Reserve for us.

**AGON members will receive preferential registration through the end of November.** If you signup to participate in this show, please identify yourself as a member of the Art Guild of Naples. If we do not fill the available space, Karyn's Vendor Events will open the event to other artists in the area.

This is an **art only** show. No crafts, just great art. This makes it very different from many of Karyn's other events.

**DATE OF EVENT:** January 22, 2023

**TIME:** 1:00 – 4:00

**COST:** \$40.00 table fee will be charged by Karyn's Vendor Events





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### HOW TO REGISTER:

- Go to: [Karyn's Vendor Events – Professional vendor shows in SWFL!](https://karynsvendorevents.com) ([karynsvendorevents.com](https://karynsvendorevents.com))
- Click on Vendor Calendar near the top of the page.
- Type Naples Reserve in the search box.
- Scroll down to the event titled Naples Reserve Artist's Stroll and Shop.



### Naples Reserve Artist's Stroll & Shop

**2023** Sun Jan 22nd 1:00pm – 4:00pm

This show will allow you to show and sell your works of art. A standard space is 2 vendor tables or if you have easels, stands or racks, 1 table will be allowed. Table covers should be cloth and exten ...

**Naples Reserve, 14891 Naples Reserve Cir, Naples, FL 34114, USA**

Inside • Outside • Art

[Registration Request](#)

- Click on *Registration Request*. A popup box will appear where you can enter your information.

If you have any problems creating the registration for this event, please contact JoAnne Crowson at [ArtGuildofNaples@gmail.com](mailto:ArtGuildofNaples@gmail.com).

Please note, AGON does not receive any money from Karyn's Event for this art show. Registration fees are for Karyn's Vendor Events.

### V. Announcement Regarding Nonprofit Status

It was announced that AGON will file for 503(c)3 nonprofit status by the first week of November.

Obtaining this status will benefit the group in many ways including:

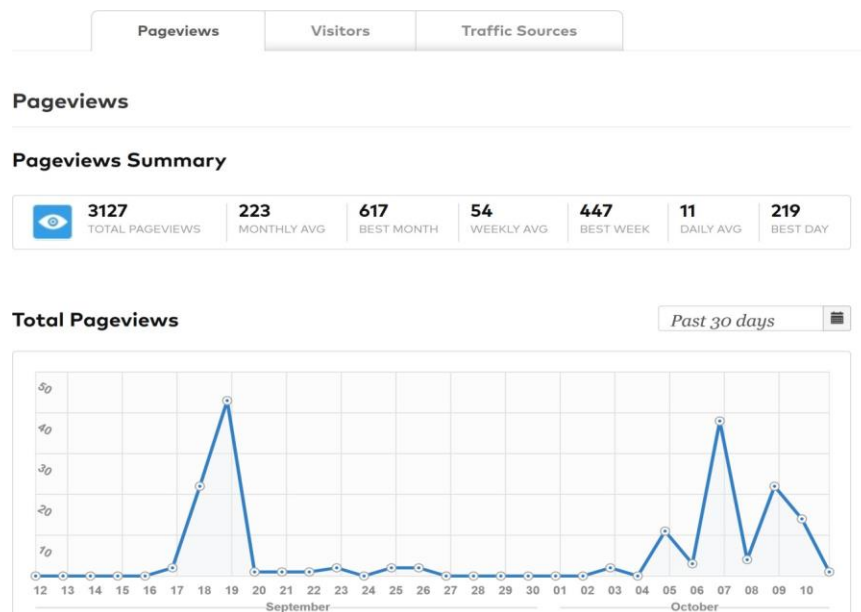
- Able to open a business bank account to control the assets of AGON
- Ensures that no other art association can use the name Art Guild of Naples

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- Protects us financially and protects members who serve on our Board of Directors
- Allows AGON to apply to be a member organization of COCO Gallery which would provide income from artwork sales from our artists and provide an opportunity to hold an AGON art display within COCO Gallery

### VI. Website Updates

1. One new gallery page was created for Jack Pierce
2. JoAnne encouraged all artists who do not currently have a gallery page, to request one. Your gallery page can be used anytime you are asked to provide a link to your work.
3. JoAnne shared the statistics from our website:



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### Total Pageviews

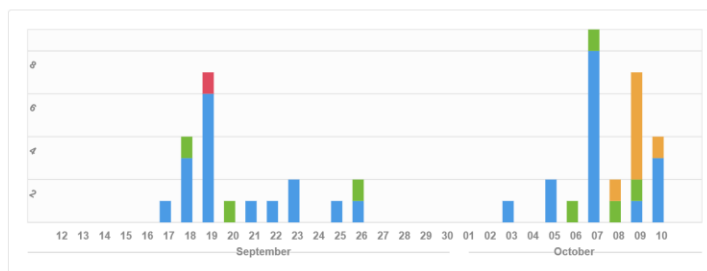
Popular Pages	Pageviews	Share
Home	41	24%
Works by Jack Pierce	22	13%
Members Only	13	8%
Works by JoAnne Crowson	12	7%
About	10	6%
Membership	9	5%
Gallery	7	4%
Artist Bio - JoAnne Crowson	7	4%
Other pages	50	29%



### Traffic Sources

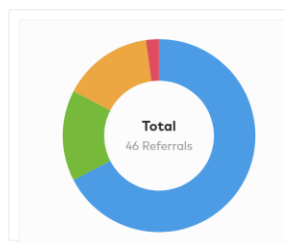
#### All Sources

Past 30 days 



#### All Sources

Source	Visits	Share
direct	31	67%
link	7	15%
social	7	15%
search	1	2%
ad	0	0%
email	0	0%
local	0	0%





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### VII. Update on Paradise Coast

- Art Guild of Naples is now listed as a business on the [www.paradisecoast.com](http://www.paradisecoast.com) website
- Benefits of listing on this site:
  - Better exposure of AGON
  - Free advertising of our events
  - Better exposure of our Instagram posts (PS) We need your images to post to grow our Instagram presence!

### VIII. Maximizing Your Art Income through Prints - Vivianna

Vivianna provided a presentation highlighting the pros and cons of two of our local print vendors. This presentation will be posted online in the Member's Only Section under documents.

### IX. Next Meeting Planning – SAVE THE DATE!

Date: November 15, 2022

Time: 1:00 – 3:00

Location: Home of Peggy Keigley

Topics will include:

- Effective Use of Social Media
- Presentation by Peggy on the creation process for fabric art.

**Meeting was Adjourned**

