

Date: April 21, 2022 Time: 1:00 – 3:00 PM

# Agenda

- Welcome
- What Have You Been Up To?
- Structure of the Guild
- Review of Survey Results
- Changes Being Implemented To Better Serve Our Members
- Other Changes
- Presentation by Vivianna Irizzari: Placing Value on Your Art; What Art You Worth?
- Next Meeting & Location
- Dismissal



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# What Have You Been Up to?

- 1. Priscilla Burg showed some of the watercolor paintings she had created a while ago.
- 2. Peggy Keigley showed us a new fabric art piece she is currently working on and discussed a little about her creation process.
- 3. Vivianna Irizarri showed us an oil piece she recently completed depicting one of the endangered birds returning to Florida, flamingos.
- 4. JoAnne Crowson showed a recent abstract piece she just completed which included a photo transfer.



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## Structure of the Guild

- AGON is not an LLC or a Non-Profit (501C3). We are currently too small for these organization types.
- We <u>are</u> a Not-For-Profit Artist Run Association.
  - Think of us as an artist cooperative.
- What does that mean for our organization?
  - 1. We are run completely by volunteers. No one associated to the guild is compensated in any manner, including the leadership team.
  - 2. Member feedback determines our goals and activities.
  - 3. All members must participate in activities to meet our goals, just as in any co-op organization
  - 4. The leadership team is responsible for listening to you to set our goals



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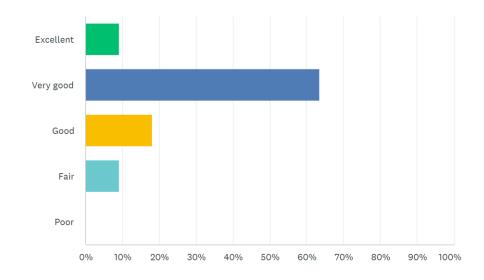
# Review of Survey Results



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### Q1 Overall, how would you rate your experience of being a member of the Art Guild of Naples?

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ANSWER CHOICES	▼ RESPONSES	•
▼ Excellent	9.09%	1
▼ Very good	63.64%	7
▼ Good	18.18%	2
▼ Fair	9.09%	1
▼ Poor	0.00%	0
TOTAL	11	



RESPONSES

6

0

0

11

27.27%

54.55%

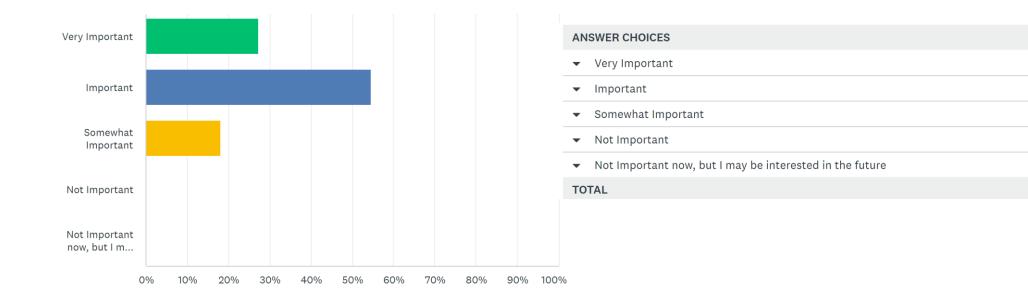
18.18%

0.00%

0.00%

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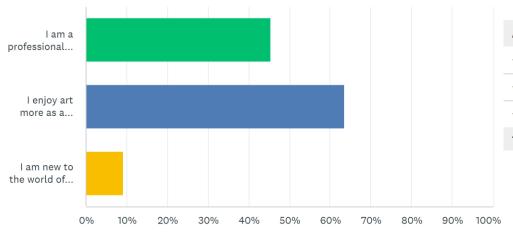
#### Q2 As a Guild member how important is it to you to have your art posted on the Guild's website page?





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### Q3 Please check which answers best describe your level of interest in art.

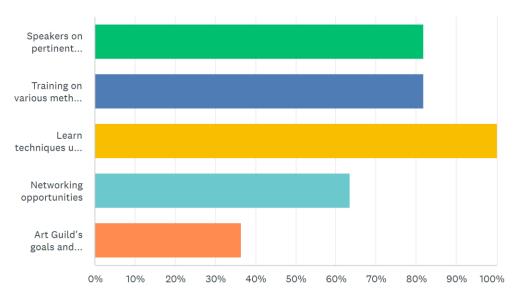


ANSWER CHOICES ▼	RESPONSES	•
▼ I am a professional artist and sell my work	45.45%	5
▼ I enjoy art more as a hobby. I sell my work sometimes.	63.64%	7
▼ I am new to the world of art and want to continue to grow and learn.	9.09%	1
Total Respondents: 11		



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### Q4 Please check the following activities you'd like to have at Guild member meetings.

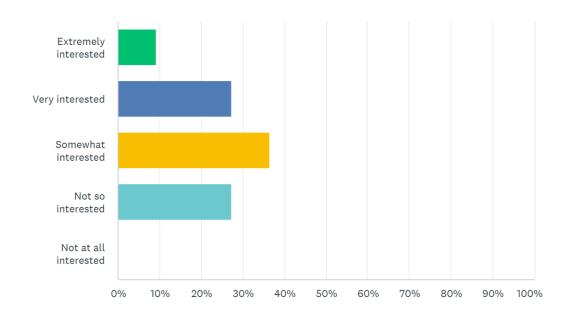


ANSWER CHOICES	RESPONSES	•
▼ Speakers on pertinent topics	81.82%	9
▼ Training on various methods and techniques	81.82%	9
▼ Learn techniques used in a variety of media	100.00%	11
▼ Networking opportunities	63.64%	7
▼ Art Guild's goals and progress	36.36%	4
Total Respondents: 11		



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### Q5 How interested are you in visiting art shows or exhibits with Guild members

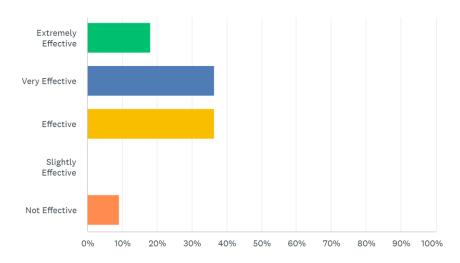


ANSWER CHOICES	•	RESPONSES	•
▼ Extremely interested		9.09%	1
▼ Very interested		27.27%	3
▼ Somewhat interested		36.36%	4
▼ Not so interested		27.27%	3
▼ Not at all interested		0.00%	0
TOTAL			11



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### Q6 How effective do you feel the new Guild Newsletter will be to keep you informed about Guild activities?

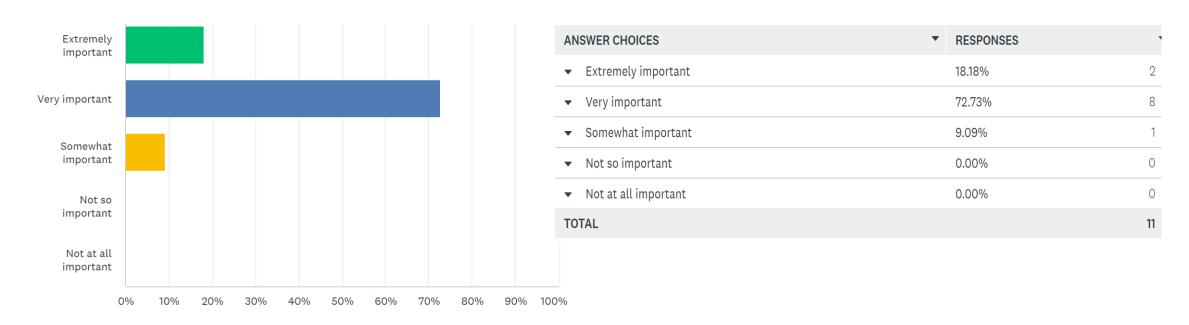


ANSWER CHOICES	▼ RESPONSES	•
▼ Extremely Effective	18.18%	2
▼ Very Effective	36.36%	4
▼ Effective	36.36%	4
▼ Slightly Effective	0.00%	0
▼ Not Effective	9.09%	1
TOTAL		11



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#### Q7 How important to you are Guild sponsored art shows and events that provide opportunities to sell your art?

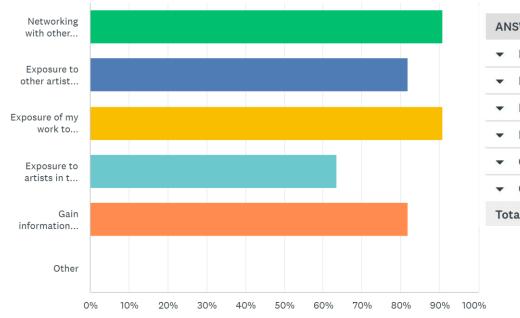




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### Q8 What goals do you wish to fulfill by being a member of the Art Guild of Naples? Please check all that apply.

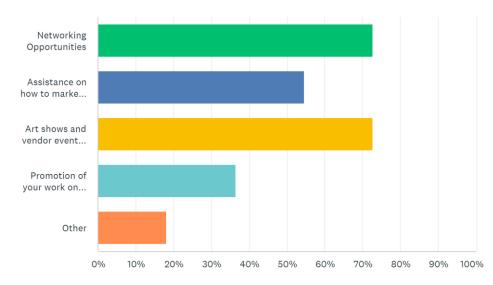


ANSWER CHOICES	•	RESPONS	ES 🔻
▼ Networking with other artists		90.91%	10
▼ Exposure to other artist's art and techniques		81.82%	9
▼ Exposure of my work to potential buyers		90.91%	10
▼ Exposure to artists in the Greater Naples art community		63.64%	7
▼ Gain information about art events and vendor opportunities in the greater Naples area		81.82%	9
▼ Other		0.00%	0
Total Respondents: 11			



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### Q9 What initially compelled you to join the Art Guild of Naples?



ANSWER CHOICES	•	RESPONSES	•
▼ Networking Opportunities		72.73%	8
▼ Assistance on how to market your art		54.55%	6
▼ Art shows and vendor events sponsored by the Guild		72.73%	8
▼ Promotion of your work on the Art Guild website and social media platforms		36.36%	4
▼ Other		18.18%	2
Total Respondents: 11			



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#### Changes being implemented based on the survey to better serve our members

- 1. More meetings and opportunities to learn and network and fewer outings will be scheduled.
  - If you know of a speaker you would like to present, please let us know so we can arrange it.
  - Likewise, if you would like to speak on a particular subject, please let us know so we can schedule you into the meetings.
  - We will be constructing another Survey Monkey to identify the types of topics you would like to have presented at our meetings.
- 2. We propose to hold in person meetings every other month during off season (May September) and every month in season (October April).
  - Traditionally our meeting date has been the third Thursday of the month. Several members are not here with us today due to ongoing conflicts with this date. A decision was made to move our meetings to the Third Tuesday of every month from 1:30 3:30 to allow for attendance by those who have Thursday conflicts.
  - Through the summer months, meetings will be held every other month (April, June and August).
  - Monthly meetings will resume September April
  - The meeting schedule will be posted in the Member's Only section of the website
  - If we offered Zoom for those members who are up north, how any members would attend via Zoom?



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#### Changes being implemented based on the survey to better serve our members

#### 3. In person meetings will have the basic format of:

- Welcome
- What Have You Been Up To?
- Financial Report
- AGON goals and progress and announcements
- A speaker presentation
- Recognition of member achievements
- Discussion on where the next meeting will be held
- Dismissal



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#### Changes being implemented based on the survey to better serve our members

#### 4. All meetings and events will be scheduled through Signup Genius.

- A link will be available on the Member's Only section of the website to allow you to sign up. A reminder to sign up for events will be posted in the monthly Newsletter.
- Any outing or meeting where less than 5 Guild members have signed up will be cancelled.
- If you have a special event that you would like to attend (i.e. attend a fused glass class), and would like some guild members to attend for company, please let JoAnne know and we will create a signup for the event and communicated to all members.



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#### Changes being implemented based on the survey to better serve our members

5. COCO Art Gallery is evaluating making our guild an associated member organization.

Here is what that means to you and the guild:

- You would not need to belong to any other art association in order to display in the COCO Gallery.
- You would still need to apply directly to the COCO Gallery as an artist and go through their jury process.
- When accepted you would still need to follow their receiving day procedures, pay your monthly fee to COCO, your incoming art would be juried on intake, you would work one day in the gallery, just like any other artist.
- COCO Naples takes a 35% commission on all art sales. A small percentage of that take is distributed back to the art association the artist listed as their associated membership. This means, if we are accepted, a portion of the gallery's commission could be paid back into our guild. These funds could then be used to support guild shows that we want to schedule for you.
- We will keep you posted on whether or not we are accepted. Historically, associated associations had to be a 501C Non-Profit to be accepted and we are too small for that. However, they broached the subject with me, so we will see if it is possible.
- We want to stress that this possibility is an uphill battle for our group since we are not a registered Non-Profit organization, but one
  we are currently exploring.



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## Changes being implemented based on the survey to better serve our members

- 6. We heard how important guild sponsored shows and sales events are to you in the survey so we will begin the planning process for another show.
  - Peggy is attempting to contact area communities to see if they would allow us to bring our show to their community.
  - Our goal is to conduct an art event in the Spring. This timing would allow all seasonal members time to prepare for the show, instead of rushing to participate as soon as they arrive in Naples. It also provides us with ample time to plan and prepare for an event.
  - Planning an event like this cannot be a one-person activity. Who is willing to be a part of the event team that puts a show together? Without volunteers from our membership, a show will not be possible. We will be sending out an official event signup sheet. If we do not get any volunteers to assist in coordinating this event, we will be forced to cancel the art event. An event such as this will require assistance from our membership to plan and execute.



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### **Other Changes**

#### 7. We have a change in the management of the Guild to announce:

- Effective immediately, Vivianna Irizarri will hold the office of Vice President/Treasurer
- Peggy Keigley will become our Special Events Coordinator.
- This change was made by request from Peggy due to the high level of responsibilities she has in other areas of her life. We are pleased that she will continue to provide her talents as the Special Events Coordinator as we feel she is a key asset in this area.
- If any members would like to be considered for a position on the Board of Directors of the Art Guild of Naples, please contact JoAnne Crowson. We would love to have more members a part of this key planning group. The Guild Board of Directors meets the first Tuesday of each month.



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#### **Presentation**

Vivianna Irizarri

## Placing Value on Your Art; What Art You Worth?

A transcript for this presentation will be added to the Member's Only section of our website.



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# **Member Recognition**



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# **Next Meeting and Location**

- Our next meeting will be held on June 20, 2022.
- Members will receive a Signup Genius invitation to the meeting
- The meeting location will be announced on the meeting invitation



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## **Dismissal**