

James Island Pride

Arts on the Island

Minutes of Meeting Thursday, Dec. 4, 2014, 5:30

Planning for Silent Auction to increase awareness of local artists and raise funds to help support Arts Education in local schools

- I. Meeting was called to order at 5:30.
- II. Minutes of the last meeting were approved.
- III. Attendees: Mary Beth Berry, Laura De La Maza, Pat Hiott-Mason, Henry Horres, Sam Martin, Katherine Williams, Catherine Lamkin (guest)
 - a. Sponsorship updates:
 - i. We have a tax ID from the town (30-0100723) and copy of letter of incorporation to use in seeking funding.
 - ii. MB and Katherine W. will work up a budget in order to identify funding needs and then submit requests.
 - b. Catherin Lamkin suggested that we consider in-kind donors as well as cash donors and also "in name only" donors. The last category can provide name recognition on our marketing materials.
 - c. Katherine W. has submitted a request to Staples for printing but no response yet. We can also consider asking a sponsor to cover printing costs.
 - d. Henry will contact State Farm agent Bill Frehse for donation of printing costs (last year Henry did printing for \$80.) *Mr. Frehse was a generous supporter last year.*
 - e. Henry offered to make his printing services available again if needed. We appreciate Henry's help, as always.
 - f. Katherine will contact Total Wine for possible donation of two cases of wine.
 - g. Katherine has obtained agreement from Artists & Craftsmen to donate gift cards which we will use to reward teachers whose students submit entries.
 - i. Question: Should teachers whose students do not submit entries receive the same monetary reward as others?
 - ii. Agreed: it has been our mission from the beginning to reward all art classes and students by providing their teachers with shares of our proceeds.
 - iii. Gift cards will serve as incentive and reward for those whose students do submit entries but no classroom will be denied their share in the proceeds.
 - h. Pat Hiott-Mason will provide display screens.
 - i. *(Sherry Browne has also agreed to provide the display screens that we used last year.)*
- IV. Discussion: Direct sale table
 - a. Laura said that Sandy Stafford (JICHS) has agreed to manage a direct sale table.
 - b. Question: how much to give artists who sell directly? **No decisions made.**
- V. Discussion: Split proceeds with artists who donate.

- a. Katherine W: We need to allow artists to benefit by splitting proceeds with them.
 - b. Typical split is 40% / 60%. We think 50/50 is easier math and makes us look good.
 - c. Suggestion: offer the split as a choice. (Henry stated that he would not expect to receive anything for his donations. Others might feel the same.)
- VI. Discussion: Should student art be made available for purchase?
 - a. Suggestion: all proceeds from student sales should go to student.
 - b. Question: how many student pieces can we reasonably display?
 - i. Space considerations
 - ii. Could the submitting teachers choose those to offer at sale?
 - iii. Laura De La Maza stated that Jonathan Green suggested that student ceramics be offered for auction.
- VII. Marketing
 - a. Sam Martin, volunteer College of Charleston Marketing major, is planning the marketing campaign.
 - b. Katherine W will provide him with a press release.
 - c. Sam has obtained agreement from two students who will donate design services to create flyers.
 - d. Sam has obtained agreement from Bree Wharton to create the logo design.
 - e. Official title of the event is James Island Arts Silent Art Auction.
- VIII. Discussion of the auction process: It was agreed that a form should be developed to allow bidders to give their permission for us to let the artists know who bought their works.
- IX. Updates
 - a. Katherine and Gary Milliken will pursue federal grant funds for cultural projects.
 - b. Possible projects:
 - i. Large quilt to tell the story of Grimball Plantation?
 - ii. Earthworks to commemorate lost shell mound?
- X. Next meeting will be January 23, 2015.
- XI. Meeting was adjourned at 6:30