



Cape Coral Art League
516 Cultural Park Boulevard
Cape Coral, FL 33990

CAPE CORAL ART LEAGUE – MEMBERSHIP REPORT

MAY 2022

9:00 AM - 11:00 AM

Meeting called by: President - Carmen Sprague

Type of Meeting: Board Meeting

Meeting called to order: via email Meeting Closed: via email

Attendees: Carmen Sprague, Pat Gilbert, Patsy Dautle, Lillian Wilson, Bob Hayden

9:00 AM – 9:20 AM President's Report Carmen Sprague

State of the Business President's Report: vision, recent accomplishments, upcoming important events, strategic next steps, Gift Shop report, Gallery Show Report, General Meetings, Paid Ads.

Artists of the Month: April ...Pat St. Onge

Membership data update...total 210, 86 renews, 45 new, 21 forever members

Gallery Show Report: Beth Blewett...Total Income: \$410.00, Total Expenses: \$160.00, Profit: \$250.00

Website: Miriam Frawley Website is active and in flux...Updated monthly

Gift Shop Report: Carmen Sprague Total Income: \$73.00, Total Expenses: \$45.00, Profit: \$28.00

9:20 AM – 9:30 AM Vice President's Report Pat Gilbert

Upcoming class schedules, Upcoming Workshops, Report on Attendance, Marketing opportunities for classes with lower attendance

Classes continuing through May:

Pat St. Onge – Acrylic for the Beginner Plus

Dennis Morton – Oil All Levels – 2 weeks

Carmen Sprague – Digital Photography & Graphics

Open Painting – all year with the exception of August

*A tremendous **Thank you and Best Wishes** for a wonderful safe summer to all our instructors and look forward to your return in the Fall.

Currently working on Fall 2022 Class Schedule – hope to complete by May 15th so Kimmy can type. Have ready to post on website and Facebook by May 30, 2022.

Workshops 2023 Schedule: We are in the process of confirming availability of workshop instructors. Dates available for workshops: Jan 19-21, Feb 16-18, Feb 23-25, Mar 2-4, Mar 16-18, Mar 23-25, 2023

As soon as availability and dates are confirmed contracts will be signed.

Must have finished by August in order to have brochure done before September for Florida Watercolor Society Convention.

Florida Watercolor Society – Punta Gorda

Convention and Trade Show – Sept 22-24, 2022

-Sent check for Cape Coral Art League to have a tabletop display

-Booked hotel room Sheraton 4 points

Advertising needs for Website and Facebook for upcoming classes

Demonstrations for upcoming General Meetings: Next Season

9:30 AM – 9:50 AM Treasurer's Report Sharon Brunett (non-voting member, contract employee)

Report - review current month and comparative profit and loss statements, highlights of expenditures, funding

opportunities: Up-to-date look at CCAL Finances

July 2021 – March 2022 Income \$48,965.90..... January 2022 Income \$5,449.83

Expenses were \$8,053.59

Net Loss of -\$2,603.76....

9:50 AM – 10:10 AM

Recording Secretary Patsy Dautle

Upcoming: Mins or Issues

10:10 AM – 10:30 AM

Building/Maintenance Chair Patsy Dautle

Filters, etc.:

General Maintenance completed: April 18, 2022

1. Studio 2 - toilet handle replaced, and internal equipment inspected for functioning
2. Front entrance door planters to be replanted (plants procured)
3. Utility Sink Cleaned (ongoing job)
4. Picasso dolphin inspected, and repairs will commence shortly

Respectfully submitted,

Patsy Dautle

10:30 AM to 10:45 AM

Public Relations Chair Bob Hayden

PR Update:

CCAL PUBLIC RELATIONS & MARKETING PLANS

Bob Hayden

OVERVIEW

This is my report for the March Board Meeting and it will be the same for our April Planning Session.

After serving 4 months on the Board I have some observations regarding the CCAL. I believe that we have two directions in which we can proceed. We can remain as we are and continue with the same format that we have been using. Or, we can make some changes and explore some new avenues. **Regardless of which direction we go it is essential that we develop a written operating plan, establish a fundraising committee, and find a competent grant writer.**

CCAL Current Operating Status

Funding for the CCAL comes from membership dues, donations, grants, and an Annual Art Sale.

Operating Hours: 11:00 am - 4:00 pm Monday -Thursday. We are closed on Friday and Saturday, except for classes and workshops. We have one Youth Class from 1:00 pm to 4:00 pm on Sunday. The Office and Gift Shop are closed Friday and Saturday and also June, July, and August.

Members have access to the CCAL for the following opportunities:

- Monthly membership meetings and access to our Web Site.
- They receive a discounted rate for classes that they sign up to take.
- There is an Open Painting session each Wednesday from 1 to 4 pm.
- They can participate in Workshops and may enter Exhibitions in our Gallery

Based on what I have seen we have a small core group that use our facility. We are an art facility that, because of our limited hours of availability, basically caters to the retired sector of CapeCoral/Ft. Myers. The overwhelming number of our members appear to use their membership dues to show that they support the arts.

Potential Revisions to Operating Status

1. **Establish a Fundraising Committee and a find a qualified Grant Writer.**
 2. We need to make the CCAL more accessible to members. Use Friday and Saturday and we can find volunteers to meet staffing needs (we have 2 classrooms)
 3. Make Fridays an open art day for members. Not just painting. All day - 9am to 4pm.
 4. Open the Gift Shop on Fridays and Saturdays (market the public).
 5. Make Saturdays and Sundays geared to youth programs. Our current hours are when they are in school. This will also market the CCAL to their parents.
 6. Make the general membership meetings more appealing (Demos and Presentations)
 7. Consider staying open during summer months (if funding can be arranged)
-

10:45 AM to 11:30 AM

Planning for next year

Special Events Chair

Lillian Wilson

I have heard only good comments on the Spring Luncheon and Boating Tour, that's great.

I am continuing to look for new ideas and places to explore in the Fall, Winter, and Spring Season. There are already a number of things and places that have been checked out.

The first thing on my Fall Agenda is to put together a committee. So, we can discuss ideas, they can be my sounding board and help me arrange and set up events.

My planning report next month will go into detail showing ideas and findings. Thank you - Lillian

NEW BUSINESS.....

CLOSE MEETING Email

Rev. 4/26/22