

Minutes - Business Meeting - Via Zoom

Members Present: 15 New Members: 0

1. Call to Order 7:10 p.m.
2. Adoption of the Agenda.
3. Approval of the previous business meeting minutes with the following addition, by Martin Sollanych, Seconded Christine Malone.
4. President's Report: Bob Wallace
 1. Application for Beyond Visions & Vistas exhibition accepted by the City for 2022 Jan 12-April 26. There is lots of time to plan and arrange the event. Current restrictions are 10 people outdoors. Review in May.
5. Treasurer's Report - Martin Sollanych
 1. \$150 paid for the artist demo. Andrew Carroll is donating to the Scholarship Fund; Martin advised Andrew to email to his gmail address and he'll transfer it to the AFAA account. No news re. the gaming grant.
6. Committee Reports
 - A. Community Events/Publicity/Demos - Christine Malone
 - The April 28th Demo features Vancouver artist Sasha Lozaic. He will be showing the step-by-step process of traditional portrait making. Information regarding the artist and this demo will be posted on the City website, in the Artists' Journal, sent to our members, to PMAA and to Suite E. It will be put on Facebook, Instagram and a notice will be on our website ahead of time. It is also sent to our artfocuspoco@gmail.com emailing list (380+ names).
 - B. Social Co-Ordinator - Val Bordian
 - June Wind-Up - perhaps meet again at Lions Park or another park, bring chair, food. Other suggestions? We will keep the AGM to the set date of the 2nd Wednesday of June; the social on the 3rd Wednesday (daytime) in June, perhaps Settlers Park or Gates Park, location to be determined. Possibly a social in May.

- C. Outside Hanging Committee - Bob Wallace
- Helen Ramsay has paintings at Mike Farnworth, MLA office until June. 5 paintings, two can be fairly large with the rest
 - Art at the Dialysis Clinic is still shut down due to Covid restrictions.
 - Martin commented that Western Sky was looking for artists and Martin sent his bio and not heard back. Amy commented that the Call for Artists was a bit unclear; they are on FB and IG and noted that their website has the details.
- D. Sunshine Committee - Christine Koenders (absent)
- Cards sent to: Sympathy John Hansen's family, Sympathy card to Chris Pearce's family, Sympathy card to Shery Razavifar (mother passed away), Sympathy card to Dianna Veenhof (son passed away) and Get Well card (covid-19).
- E. Facebook Co-Ordinator - Teesa Christie
- Not too much to report for any changes. The promo did not seem to generate many more "Likes" though Mylene noted that quite a few went through to the website.
- F. Instagram Co-Ordinator - Amy Siddaway
- Try to get your photo square for social media postings.
 - 8 new followers, reached 172 different accounts, 167 total followers (up 5%). Amy needs more content to post. On a previous \$10 boost, our traffic was up 700%.
- G. Website - Mylene
- Sasa Lozaic video has been uploaded and will be released on the scheduled date.
7. Old Business - Christine Malone
- Leigh Square 2021 Survey - Final Report: There was a total of 326 respondents as of March 15th. Of these, 45% use Leigh Square regularly, 43% occasionally and 12 % never. The strongest draws were the Farmer's Market, events, art programs/workshops and exhibits. Almost half of respondents have a family member who has participated in City Arts programs. Members will be sent the graphs and related info as soon as we get the go-ahead from Articipation.

8. New Business

- No new sales other than the original one for Amy Siddaway from the V&V VAS; Debbie has checked the site and there are no new emails. Amy noted there is a new daily online news Tri-Cities Dispatch that she sent our link. Martin said we still have quite a bit of money from the City grant that we were hanging onto in case we didn't get the Gaming grant. Debbie noted we have to do an accounting of the grant by September 30th so some money could go to advertising and Christine Malone commented we have allocated some money for advertising. Amy said she did a small boost and there was not much going from IG to our website. Amy suggested that she could design a new advertisement for V&V for a fresh look. \$50 each for IG & FB and monitor the results. Christine Malone will send Amy the painting photos and Amy will send a proof.

Adjournment at: 8:00 p.m.

Next Meeting: May 12, 2021 at 7:00 p.m. on ZOOM