

Estero Art League Board of Directors Meeting

Monday, April 10, 2023

Lee County Recreation Center, Estero

President David Morrison called the meeting to order at 10:04 a.m.

In attendance were David Morrison, President, Cherie Mulcahy, Vice President, Sue Hensler, Treasurer, Millie Morrison, Assistant Treasurer, Jackie Marth, Secretary. Those present constituted a quorum.

The following matters were discussed:

Financial Report: Sue Hensler reported that we have \$12,265 in the checking account, \$1,002.36 in the savings account, and \$30,000 in a CD for one year at 4.5% interest.

COCO Gallery Exhibit: The Estero Art League Special Exhibit at the COCO Gallery was set up on Wednesday, April 5, and looks very nice. The reception that evening was well attended. Among those who enjoyed the reception and our Special Exhibit, were George Zaluchi of the Village Council, District 7, and his wife.

Take-down of the exhibit will be Wednesday, April 26.

Library/Estero Art League Joint Programs: Cherie Mulcahy has been working with Florinda Patterson at the South Regional Library to coordinate a program each month to be presented by members of the Estero Art League for the patrons of the library. The first program at the library will be held on Tuesday, May 2, 2023. Karen Thompson, Cherie Mulcahy and Sue Hensler will be instructing how to create watercolor, origami boxes. Florinda projects there will be fifteen or so people who will be attending. The library will be providing the supplies. Cherie has given Florinda a list of the supplies needed for the first program. Karen Thompson is holding a demo today at Open Paint on constructing origami boxes. We were planning to do a program in August, but have decided to wait until September for the next program. Cherie is planning a bird collage for September and a simple pumpkin watercolor for October. It was suggested that we do a Thanksgiving theme for November, and a holiday themed program for December. In addition to Cherie and Sue, Millie Morrison, Jackie Marth, and Karen Thompson have volunteered to assist on the Library Program Committee.

We will check with Florinda regarding hanging paintings in the meeting room over the summer. Sue Hensler and Bonnie Delp will hang the paintings. David Morrison will send out an email to see who wishes to participate.

Engagement of Florida Gulf Coast University: Cherie Mulcahy attended a Community Partner Workshop at Florida Gulf Coast University to get more information on how we might get a student intern to work with us on social media. Students must complete 80 hours of community service before they graduate. Cherie filled out a worksheet on how our organization would be able to use the services of a student intern. She has also been communicating with Justin Fitzgerald who is in charge of student community service, and sent him a list of areas where we might be able to use a student intern. She is waiting for a reply. At the workshop, it was also recommended that we contact professors in the areas that we could use some help.

Social Media: EAL Members Dorothea Neuman and Maggie Henry have created a personal Facebook page for us. This is necessary before a non-profit page can be created. The question is whether or not we want to proceed and create a non-profit page to expand our presence on social media and how this might benefit our

organization. It was agreed that we don't want to hugely increase our membership to the point that our Open Paint sessions become overcrowded. The general consensus was that we should continue to present ourselves as a local organization where our Open Paint sessions are informal and friendly, where we offer classes, critiques, activities, and exhibits. In addition, we should use our presence on social media to promote our need for a permanent facility for the arts. We will establish guidelines in order to control the content of the information on social media.

A motion was made by Millie Morrison, seconded by Jackie Marth, to proceed with creating a non-profit page on Facebook. The motion was carried unanimously.

We will add a liability waiver/disclaimer to our application for membership in order to post photographs of artwork on social media.

Southwest Florida Watercolor Society: Millie Morrison asked if we might consider letting the Southwest Florida Watercolor Society have two hours or so once a month on Thursday mornings for their meetings during the season. We would be talking about four meetings, two of them with demos. Members of EAL would still be able to come to Open Paint and the demos would be free to them. This does not appear to be a problem as Thursday Open Paint sessions are not as well attended as the Monday sessions. In addition, we believe we are now able to stay longer than 3:00 p.m. on Mondays and Thursdays. We need to confirm this with the Rec Center. We also would be able to schedule our classes around the meetings.

Summer Open Paint: Sue Hensler will contact Richard Fuchs regarding Open Paint at COCO Gallery for the months of June, July, and August. Last year we were able to paint there on Fridays for a charge of \$50 per month. The gallery will only accommodate a certain number of people. Sue will make up a list of members who regularly came to Open Paint. They will have first preference for a spot at the gallery. Other members will need to sign up for a spot.

There being no further business to discuss, the meeting adjourned at 11:25.

Respectfully submitted,

Jackie Marth, Secretary

