PLEIN AIR PALM BEACH (PAPB)

Minutes of the Meeting at OSS, Tuesday, April 22, 2014 – 2:00PM

PRESENT: Donna Walsh, Ralph Papa, Steve Nash, Lorrie Turner, Frances Lynn, Elfreda Schragen, Pati Maguire, Manny Jomok

Donna Walsh opened the meeting at 2:02PM and handed out the agenda and a cash flow statement followed by discussions of the following items:

1. Procedure for incorporation. Donna briefly described the process for filing for a “Not For Profit Incorporation,” State of Florida. The core group previously agreed that the corporation would be set up with Directors rather than Officers. Donna earlier emailed core members a sample of By-Laws with articles outlining the business of an organization. Selected directors were asked to sign the application for filing Articles of Incorporation. The named directors were: Donna Walsh, Ralph Papa, Lorie Turner, Frances Lynn, Patricia Maguire, Manuel Jomok, Steve Nash and Elfreda Schragen. Donna will send the application along with a check fo $78.75, for filing fees to the Division of Corporation, Department of State, Tallahassee, FL.

Once we are recognized as a not-for-profit corporation, Donna will set up a bank account with TD Bank. She and Lorrie Turner will have check signing capabilities for the organization.

A By-Laws Committee will be needed to develop our by-laws for conducting business.

Later, during the meeting, the following volunteered to serve on this committee: Donna Walsh, Lorrie Turner and Steve Nash.

Donna solicited ideas for strategic planning or planning projects and activities for the coming year. Ralph suggested we get other contributing artists to participate in this planning. Ideas could be bulleted and sent out to get the thinking started. Pati Maguire asked that a meeting, dedicated just for strategic planning, be scheduled and opted for a different place to meet and a more casual atmosphere for a brainstorming session. Elfreda also suggested that each one spends a period of time jotting down ideas prior to a strategic planning meeting and creating a list of ideas to be mailed out to contributing artists before the meeting.

1. Status reports included:
2. **Financial** – Donna reported we have a cash balance of $941.00 with the majority of the funds provided by 36 contributing artists.
3. **Social Media/Facebook, Marketing** – Pati emphasized the importance of our Facebook account. Numbers are indicating a successful level of social networking with 212 recent “likes” or friends occurring as hits on PAPB Facebook page. We can grow in exposure on Facebook if each of us “share” and “like” postings that are on our account. Pati also asked that we support a May 6th non-profit fundraising by contributing monies to the program. She will order more postcards. Name tags are difficult to design due to our logo but paper name tags can be printed nevertheless at a low cost.
4. **Programs** - Manny described recent paint-outs at Green Cay. Well attended (12-15) on the average, participants through meetup.com, have enjoyed painting at the same location on the first and third Tuesday of each month, which is our regular paint-out program. The second session or third Tuesday of the month involves lunch (bring your own) and a critique. The month of May’s paint-out site is the Lake Worth Casino and Beach Complex on A1A in Lake Worth. The regular program will not be operating during the summer/fall (Jun-Oct) and will resume in November. If others want to do a paint out during that period, they can suggested a site or place it on Meetup.com for others to see. Donna will ensure core members of the committee are designated as co-organizers so that they can welcome new Meetup members (currently at 250), on the Meetup.com website. Co-organizers and event hosts can announce and edit paint-outs.
5. **Volunteers** – Lorrie will make contact with those who have expressed the desire to volunteer and help out. All aspects of the program will need volunteers, especially as future projects and events are planned.
6. **Hospitality** – Frances Lynn reported on hosting the Multi-Lingual Show helping Ralph with his donation of wine and cheese/crackers at the event. As more events are planned and take place, hospitality needs will become more evident.
7. **Public Relations** – Steve shared the importance of local media resources such as the Sun Sentinel and Palm Beach Post. Articles about our activities should be presented to magazines and newspapers on an ongoing basis. A list of other publication resources should be developed. Steve has had the help of Elfreda and others who have submitted articles to periodicals in the past. Art & Culture magazine will have a feature on our Cultural Council show. The Ricky Report was mentioned as a good way to promote our events. The $15.00 subscription will be well spent and Donna will get us on board with the program.
8. **Community Outreach/Networking** – Ralph shared recent plein air developments within our community.
* He met with Violetta De La Serna, Florida representative from Plein Air Magazine, based in Boynton Beach. De La Serna expressed her delight in having been impressed with plein air developments in So. Florida. Plein air has grown in popularity throughout the country and Florida is on the threshold of being a major plein air haven due to its mild, inviting weather and scenery for painting outdoors. It could become as important as California and Colorado as well as other parts of the country in the plein air movement. PAPB is in perfect position to spearhead this movement in Florida.
* PAPB is fortunate and lucky to have had the Cultural Council involvement and hosting of the highly regarded, recent plein air exhibition. **A thank you card to Nicole is warranted as well as a letter of “well done” should be sent to her boss for an outstanding job in putting the show together. Donna will ensure that this will be done.**
* Ralph is on the board of the Lighthouse Center for the Arts in Jupiter helping Ted Matz develop next year’s plein air event.
* Delray Affair will have plein air artists involved in the three day event. Ralph has a schedule for those participating.
* Casa Costa, a new facility on Federal Highway in Boynton Beach is ready for providing rental space for artists who work on large formats. Ralph is looking for artists who could share space at a monthly cost of $500.00 per person.
* Next year, 2015, Ralph and Manny will run a Plein Air Festival in Delray in conjunction with the Delray Art League’s 50th Anniversary Celebration program. The one day, all day event is scheduled for Thursday, Feb. 26th. Ralph is hoping to attract notable plein air artists to participate and have a well known juror judge the show. Cash prizes will be awarded. This event has the involvement of The Delray Center for the Arts and the Delray Chamber of Commerce. It could be the forerunner of a major plein air festival in the years to come. We hope to involve the entire PAPB group in helping to make this event a success. More information will be forthcoming as the event develops.
* Weisman Delray Community Ctr. – Solo exhibitions are available to artists at this facility under the curatorship of Ralph and Lorrie. Contributing artists who wish to participate should have 30 to 40 paintings available for display. Hanging, receptions, invitations, etc. are the responsibility of the artist. See Ralph for facility availability.
* Ralph and Donna will make plein air presentations at CCPB on April 29th and May 6th.

Ralph’s recent involvement in the surrounding communities to promote art and plein air has paid off well and to our benefit. He has added new contacts to his already ample resources developed over the years.

Donna shared an idea of having a “Meet and Greet the Artist” luncheon or event at the CCPB with a tentative date set for Sat., May 5th. More later as it develops.

A date for a Strategic Planning meeting was set for **Tuesday, May 27th , 2:00PM** at OSS and was then followed by adjournment at 3:45PM.