PLEIN AIR PALM BEACH

Strategic Planning Meeting

May 27, 2014 – Old School Square, Delray Beach, FL

Present: Donna Walsh, Ralph Papa, Francis Lynn, Lorrie Turner, Steve Nash, Sheila Wolf, Pati Maguire, Manny Jomok.

Donna opened the meeting at 2:01 by referring to an agenda sheet handed out as well as to the agenda on a screen projected on the wall monitor. In line with the agenda the following discussions took place:

1. Donna suggested a method for deciding how each item on the agenda can be resolved either by:
2. Doing it now – after discussion, final decision made after discussion
3. A follow up with each member via email or phone for consensus
4. Committee empowered work for later recommendation to the Board
5. Tabling discussion for later development before a decision is made

Note: The agenda included a suggested time spent for each agenda item, which became increasingly difficult to adhere to during the course of the meeting due to a spirited exchange of ideas.

1. *Mission Statement* – A need for a mission statement, different from the organization’s purpose as stated in the papers for incorporation, was brought to the attention of those present. Donna shared a format for creating a mission statement that answers the questions of “what we do?,” “how do we do it?” and written in a simple, brief and memorable way. She also showed good and bad examples of a mission statement. Francis suggested we “Do It Now” for creating one. After much discussion, it was decided that each member take time and give it some thought and the creation of one will be dealt with at a later time. A short mission statement was also offered by Donna, “**Tomorrow’s Culture and History Painted Today, On Site**!” Some opinions saw it more like a slogan rather than a mission statement.
2. *Goals, Objectives, Planned Activities and Program Areas*
3. Bylaws, policies and procedures – Donna expressed the importance of developing these three items within a short time. As the organization grows, there has to be a way to address concerns and issues in a consistent manner. There is a Bylaws committee formed consisting of Donna, Steve and Lorrie; nothing has been developed so far. Policies and procedures on how we **contract and commit** to the organization’s involvement with other groups and entities should be stated and understood by all. Policy making is a board responsibility that addresses issues and concerns.
4. Insurance to cover liability to protect directors and the organization is a reality we face. Donna estimated cost for one is around 2,000/yr. Meetups.com covers liability issues with a waiver. Our organization could use the same protection for shows and paint outs, but in reality, someone bent on suing may find a waiver insignificant to their needs. This is something we need to have down the road.
5. Financial Planning – So far most funds have only been generated from contributing artist’s donations. Discussion stemmed around what other sources are available. Not much was suggested except for expanding donations from the large membership in Meetup.com. Invitations to participate in social activities may inspire those in the general Meetup group to become contributing artists.
6. Marketing – Pati is the primary person developing marketing strategies. She reminded everyone that there is a difference between advertising and marketing; one having more to do with short rather than long term results. Her created and printed postcards are very useful and she fetched a batch of postcards that were distributed to those present. She suggested we hand the cards out primarily to our non-contributing members as well as a response to public inquiries made at our paint outs. Pati also suggested we go to Facebook as often as possible to “like” and “share” our page to expand the network. She shared an issue she had with the current PAPB logo. Others, like Ralph also voiced an opinion to modify or change the logo. Pati showed everyone a previously designed logo created by Adrienne Aronson’s grandson that was, to her, a more effective marketing tool. The biggest drawback to our current logo was the small lettering which made it difficult to have a strong visual impact. After much discussion of the pros and cons of changing our logo, it was decided to contact the original designer of the current logo to indicate to that person that it (the current logo) no longer served the outlook and needs of the newly incorporated organization. Pati volunteered to write a conciliatory letter to thank Santiago Perez and to inform him of this change. Ralph said he would contact A. Aronson’s grandson to ask permission to first make changes to his original design and secondly to select this modified design as our new logo. For those not present the new proposed logo is the one of a paintbrush handle used for the trunk that is part of a simple graphic image of a palm tree. Block lettering “Plein Air, Palm Beach,” completes the logo image. Manny expressed the need to be sensitive to both artist’s feelings and “copy written” ethics applied to their respective correspondences before making any changes. Pati should be commended for her efforts.
7. Programs and the PAPB planning calendar –
* Donna gave out a calendar of event and activities planned for 2014-2015. Effectively laid out, the calendar showed highlighted days for each month starting from June 2014 to May 2015. Details were seen on the right portion of the sheet. What an effective tool. At a glance, one could see all the events and activities that are scheduled to take place. Proposed, yet to be developed projects, have also been included in the details. Good job! Donna.
* Pati shared her enthusiasm for us be a part of the International Plein Air Painters (IPAP), based out of Ontario, Canada. Organized by Jacqueline Baldini, it calls for a world-wide plein air event that could be staged anywhere when organizations are willing to sponsor the event and on specific dates. There would be certain criteria as well as some form of membership into IPAP before getting involved. Manny said he would help Pati organize such an event. Lorrie expressed reservations about our organization attempting too much to do with all we have still yet to develop. Pati said IPAP could be a future endeavor.
* Manny suggested that we look into networking with all plein air organizations under the Florida Plein Air umbrella. First, to announce our incorporated status and secondly, to identify each organizations’ contact person. We then could extend an invitation for collaboration and sharing of any planned plein air events in the state. Maybe in the future, if funds allow, we could even host a social event inviting all Florida plein air organizations to Delray Beach. Manny’s hidden motivation for networking is the potential to promote next year’s DAL’s 50th Anniversary Plein Air Festival. Steve said he would help after Manny volunteered to pursue this idea.A plein air social event in the fall of this year seems to be of interest to everyone present. Pati and Steve said they could host it at their studio and we could invite contributing and non-contributing members just to rub elbows and enjoy each other’s conversation over a glass of wine. It was decided that either Oct. 24th or 25th would be a good date to stage this much welcomed event.
* Ralph expounded on the DAL’s 50th AC Plein Air Festival, which he chairs, and the potential for future Plein Air events in Delray sponsored by PAPB. By our members supporting DAL’s event next year, we would learn how to manage such a program on our own in the future. It would be fantastic to stage one in 2016.
1. Current and Potential Resources – (None were noted or missed if any discussions took place)
2. Strategies of how resources will be used to accomplish goal – “Goal” was not defined, and any discussion on this item was either insignificant or missed.

Donna adjourned the meeting at 4:10PM, but not until after a scheduled “conference call” to occur during the summer was planned. She would give everyone information on how this could take place by each person calling a specific phone number.

After a previously suggested social “after the meeting” get-together, only three of the members enjoyed a cocktail happy hour rendezvous at the Buddha Sky Bar in Delray. We would encourage everyone to participate by joining the three next time as an enlightened conversation about defining a plein air painting versus a plein air process ensued that eventually led to other invigorating topics of art. If you weren’t there, you missed a good one.

By Manny