

Aloft Newsletter – February 2018

The budget is on target to come in balanced by the end of the fiscal year, bringing in about \$30,000 give or take. Calendar sales to date are \$186 which gives us a profit of \$14. Since the calendars were not intended to be a profit making entity but used for public relations, sitters can give out the remaining calendars to customers when they purchase something. Thought was given to having several “Under the Bed and behind the Couch” sales through the year.

The sales reports were presented showing gross sales of \$1,050. The breakdown by Medium is shown at the end of the Newsletter. In spite of the lack of sales there was no lack of sales slips errors. The most egregious of these were contacted either personally or by email by Renetta or Alexis. The errors were in addition and slips put in the bag without complete information, i.e., how it was paid for or no artist name. Perhaps if the sales slip was set aside before putting it in the bank bag, you could get back to it and review the information after the customer leaves it would help to cut down the errors. If the sitter could also ask the buyer to put their name and address (and email if they would like to receive notices of events from us) on the sales slip it would help the selling artist to acknowledge their purchase. When an item sells, remember to call the artist to advise them of the sale. **PLEASE** make sure you call the next day’s sitter and write it in the journal that you have called or emailed.

Checks written for under \$10 have been placed in the artist’s folder and they have been notified by email that they have a check in the gallery. In order to know if members are opening their email from the Aloft and staying current with gallery information, the newsletter will be mailed using mail chimp. Mail chimp reports on whether or not the mail has been opened. This way we will know if you have not received the newsletter.

The Board welcomed back Kate Fredericks into the fold as ½ of the Display Director position sharing with Lorna. The Board and Lorna are thrilled to have her back with her new energy and ideas. The gallery window will feature Laurie in March and Curtis in April. The Display Directors recommended that a more relaxed approach be considered for the artist wall spaces in the gallery. The artist could have more discretion on how the wall space is utilized. More on that topic later. The Baer’s window will be changed the beginning of April utilizing the south window. TCAA will utilize the north window for things they wish to feature. The south window wall will be painted, some new signage made and the lighting will be refreshed by Kate.

Don’t forget 2nd Saturday, February 10th from 5 – 8 pm. Try to attend if you are able. Being there and presenting your work helps sell it. A new approach to the card racks is being considered for the new fiscal year. If financially possible, the stand alone rack in the back could be removed for a 3 D artist or a card rack spot. **If original art could be created for cards instead of prints**, it is believed they would sell better. The new glass display cases will be utilized in the new fiscal year as well. Floating pedestals are being considered where needed for additional artist footprint. There was great participation at Change Out with only one artist not showing up or contacting Lorna or Kate about it. John Sharum will be doing a printmaking demo for 2nd Saturday in April.

The Gallery window artist for the month is being submitted to the Weekender as featured artist. Laurie is not getting a comprehensive biography from the artist in order for her to get enough information to the paper so she will design a form the artist can submit to her with pictures so she can get a good space in the paper. The website has been updated and a menu topic titled **“Gallery Members”** will enable members to access the current and past newsletters as well as the Sitting Schedule (just in case you may have forgotten). Click on the topic **“Gallery Members”** and you will be prompted to enter a password. The password is ALO (same as our lock code). Go to aloftartgallery.com and see the great job being done on our website. May 1st will be the beginning of our 10th year in Sonora as the Aloft Art Gallery. Suggestions are welcome as to how we should celebrate this event. **Thanks to all of our artists** who have made this possible.

Curtis is still not out of the woods, his wife Sue indicated he will be going from the hospital to acute rehab. Keep him in your thoughts for a speedy recovery. Jeanne has not yet received a contract from every member. We know of three we are losing and it is important for us to know your status as we plan for the next year. Please let Jeanne know as soon as possible. Be on the lookout for new artists to invite to come into the gallery or let Jeanne know of a possibility so she can contact them. The Board elected to again provide MLAA with a full space for their members to display work. Pat Gray is in charge of signing up MLAA artists for the space.

Valley Art Association is having their Annual Art Show February 17 – 18th in Oakdale at the Gene Bianchi Center on F. Street. If you wish to enter go to ValleyArtAssociation@gmail.com for a prospectus. Delivery of art is Thursday, Feb. 15th and Friday, Feb. 16th.

IMPORTANT NOTICE: The Annual Membership meeting will be held at 10 a.m. on Saturday, May 12th. This is the only mandatory meeting required by the gallery so if for some reason you cannot attend; you need to let Jeanne know.

Aloft Sales Summary January 2018		
Books	0	\$ -
Calendars	3	\$ 24.00
Cards	10	\$ 38.25
Ceramics	4	\$ 346.00
Jewelry	7	\$ 210.00
Mixed Media	3	\$ 90.00
Oil/Acrylic	2	\$ 155.00
Photography	1	\$ 175.00
Print	0	\$ -
Textiles	1	\$ 12.00
Watercolor	0	\$ -
Totals	31	\$ 1,050.25

