

Aloft Newsletter – January 2018

The budget spreadsheet shows that we have only used approximately 50% of the budgeted amount to date, so are on track to finish the year on budget. The \$172 expense in Advertising will be offset by the calendar sales which are \$162 to date. Continued sales should cover the expense.

The sales reports were presented showing gross sales of \$5,752.75. The breakdown by Medium is shown at the end of the Newsletter. The total figure for November and December for gross sales of Under the Bed Items is \$1023.53 and the Holiday sales total for the two months is \$1,694 for a total of \$2,718 gross income over our traditional sales. There were 150 itemized sales for December and everyone did an amazing job on the sales slips. For those that enter these items and track sales, this effort is very much appreciated. (It was Connie's idea to have Under the Bed Sales and we always appreciate our artist's suggestions and feedback.) There were 16 Artists that participated in the Under the Bed and Small item Holiday sales. They were: *Connie, Laurie, Lori, Jan, Lorna, Marta, Alexis, Gary, Renetta, Tara Lynn, Jeanne, Cary, Kina, Linda, Mike and Barbra McNair*. It was a big success and we thank you so much. If anyone was missed, please let Renetta know so you will get the proper credit next month.

We also had a suggestion from Mary Jane that if the artist's check for a month is small, we should just put the check for them into their artist folder in the desk drawer. The Board agreed and *checks written for under \$10 will be placed in the artist's folder* and they will be notified by email that they have a check in the gallery. Just looking to another way to save money; at \$.49 each envelope, it will add up over the fiscal year. As a reminder, artists that have checks due for their sales will be processed and mailed by the 15th of the month following the sale. Also, kudos to Chris Halley for checking a \$100 bill and finding it lacking in authenticity, it was given back to the customer and they paid with other bills.

The gallery was not covered for signed up days one time last month and one day this month as a result of artists either forgetting their day or thinking it was a different day. It is so important to call the next days sitter and record that you have called them in the gallery book. If a problem arises with trying to get hold of the artist, call a Director for help. They could also be emailed or texted about sitting. Artists need to faithfully record their sitting date on *their* calendar. *When an item is sold, the artist has not been called about it in several instances*. If the artist is not advised a piece of their art has sold, they do not know to come in and replace it and it leaves a blank space, which is not a good look for the gallery.

Lorna reports that JoAnn Terry is the Featured Artist for January. A new case is being procured as a possibility for jewelry. The *change out will be January 29th for 3 D artists* (Alexis will coordinate) and *January 30th from 9 – 11 a.m. for wall and jewelry Artists*. A large ticket item was sold out of Baer's window and Kate expressed interest in taking over the window display. She has also agreed to return as a ½ Director for the Display position. She and Lorna will share duties. Thank you Kate, we are so excited that you are back sharing your enthusiasm and expertise.

Sonora's Second Saturday is this Saturday, January 13th. *Please attend if possible as artist's work always sells better if they are there to promote it and talk about it*. If you can, send or bring finger foods for customers.

Laurie asked that two pictures of work be sent to her before the change out for inclusion in the web site. She will be sending a flyer about the change out to our mailing list and for you to forward to your mailing list. Laurie did the other window at Baer's for the TCAA sponsored In Focus Photography show in March. After the show and some of the items taken from the window, our own photographers will be featured in the same setting.

Jeanne reported on Curtis, Merla and Cathryn and their incapacity to sit right now. Directors and substitute sitters are filling in for them as required. Jeanne reported that **14 artists did not fulfill their contract this year** for sitting days. In fairness, it is so important for you to cover all of your days so others do not have to cover for you. Everyone who did at least (some did more) 10 sitting days this year, THANK YOU SO MUCH for the effort made to fill all of your sitting requirements. If we have 258 days available to sit with 28 sitters, it will still be 10 days per member required next year. A new artist, **Lynn Slade**, will be joining us at the change out. She does watercolor collages. Introduce yourself and make her welcome.

A request from a Summerville High School student for assistance with her Senior project was presented to us. An email blast has been sent to members requesting a piece of art (value of approximately \$50) be donated and delivered to the gallery by Wed. January 17th by 3 p.m. Claire Caldera will pick up the items and they will be auctioned at the fundraiser to benefit the Alzheimer's Association. The event will be held at the Elks Club on January 20th. Put a label on the back with the Artist's name, title of piece and the value you assign to the piece. Make sure to mark it as a Senior Project piece and put in on the table by the printer. The donation is tax deductible.

Aloft Sales Summary December 2017			
Books	12	\$	60.00
Calendars	27	\$	162.00
Cards	5	\$	21.75
Ceramics	44	\$	1,987.00
Holiday	56	\$	948.00
Jewelry	26	\$	728.00
Mixed Media	3	\$	167.00
Oil/Acrylic	1	\$	280.00
Photography	16	\$	749.00
Print	0	\$	-
Textiles	5	\$	165.00
Watercolor	3	\$	485.00
Totals	198	\$	5,752.75