

Aloft Membership Newsletter, June 6, 2018

A new member, **Rod Kerbs**, has been juried into the gallery. Rod is a retired teacher who is pursuing a second career in photography and is enthusiastic about taking a half space in the gallery.

Second Saturday is June 9th from 5 – 8 p.m. Artists are encouraged to attend and present their work as well as mingle and help greet people. This is also an opportunity for members to become familiar with other artist's work so they can engage customers and talk about all of our artists. Keep the door open so people feel welcome and try to **alternate at the front door** to invite customers into the gallery. One of our members uses the opportunity to engage customers by asking the customer if they are an artist or a collector. This gives them the chance to explain how the gallery works and show them some of the type of art they may be interested in.

The budget is on track with the onetime annual \$500 liability insurance paid this month. **GO THROUGH YOUR BOOKSHELVES AND BRING BOOKS** for sale as our supply is getting low. We realized \$37 from book sales this month. A new accounting software is being considered in order to provide the membership with more information relative to sales.

Sales for the month totaled \$1,878. Artist's are concerned about the customer's name, address and email address not being put on the sales slip. **ALWAYS ASK THE CUSTOMER TO PROVIDE THIS INFORMATION.** If they do not wish to do so, do not press for it but don't forget to ask. Most artists like to add the customer to their contact list and to also send them a thank you note.

The artist medium has also not been listed correctly. **REFER TO THE TITLE CARD TO DETERMINE THE MEDIUM AND WRITE IT ON THE FRONT OF THE SLIP.** Even if you tape the title card to the back of the sales slip, it must also be written on the front.

The Aloft Directors will remain in the Gallery Window until the last week of June at which time **Ann Nancy Macomber will be the featured artist for July. The Baer's window will also change at the end of June.**

Gary Johnson has ordered and received the plastic shelves that can be hung at the bottom of members space for those who wanted them. They are in the back room ready to be picked up. Gary has some of his cards handsomely displayed on his shelf.

A two sided chalk board has been purchased for the front of the gallery to replace the existing outside signage. It will be painted with the Aloft logo with space left to indicate what is happening inside. **There is also a new white board on the peg board wall in the back room.** This can be used for internal information by the Director's and members, i.e., a member may need sitting days and they could announce this on the board. Always date your entries.

Since members are encouraged to utilize their space as they see fit within the existing policies, the question was raised relative to allowing ribbons to be placed beside work that has recently won an award. The policy was reviewed by the Director's and it was decided to continue to **NOT ALLOW AWARDS TO BE HUNG ON THE WALL except for the day the artist is sitting.** In lieu of an award being

hung, a card will be created with an award logo on it and the artist can write information about the award and where it was won that can be attached or next to the existing title card. Remember, extra artwork can also be brought in and placed against the wall when an artist is sitting.

| Aloft Summary May 2018 | | |
|-------------------------------|-----------|--------------------|
| Books | 7 | \$ 37.00 |
| Calendars | | |
| Cards | 6 | \$ 24.00 |
| Ceramics | 9 | \$ 321.00 |
| Jewelry | 10 | \$ 531.00 |
| Mixed Media | 1 | \$ 135.00 |
| Oil/Acrylic | 3 | \$ 405.00 |
| Pastel | | |
| Photography | 3 | \$ 280.00 |
| Print | 1 | \$ 20.00 |
| Printmaking | | |
| Textiles | 2 | \$ 125.00 |
| Watercolor | | |
| Totals | 42 | \$ 1,878.00 |

Let Jeanne know when you cross your name off the sign up calendar so she can keep her information current as to sitters.

The committee to address publicity and marketing met and the following report was submitted for the Directors: (1) Incentivize member selling by giving the top salesperson for the month a discount or certificate to use. (2) Romancing the newsletter by making it more about what is going on in the art world. (3) Print a brochure quarterly after change out that would be handed out when someone comes into the gallery. (4) Hire a marketing director. (5) Announce that if someone comes into the gallery and says they read the newsletter, give them a free card or something of that nature. (6) Announce in the flyer that goes out to the mailing list that a customer come in and submit their name for a free raffle prize. The winner would be chosen at random at the end of the month. **This committee was made up of Laurie, Gary , Sifu, Andrea and Jeanne. Thank you for your time.**

It is with appreciation to these members for the time and energy required to bring these ideas to the Board. The suggestions are being taken into consideration and will be implemented as the Board feels they can be justified. There are money and time constraints for some of these things to be considered. **The Board does not wish to raise space rent** and between the current rent and the 10% commission, the annual budget is just covered. Lee Ann Fox, our marketing consultant will also be contacted for further ideas.

There have been complaints from some of our members about being shushed when a 2nd Saturday demo was going on as the people wanted to see the demo could not hear the presentation. Since this appears to be a problem, **the 2nd Saturday demos will be suspended** until a solution can be realized. Occasional Friday night demos are being considered as it was reported most sales take place between 6 – 8 p.m.

The two glass display cases being used to display Alicia's jewelry will be purchased for \$100 each.

Congratulations to Alexis and her sister Victoria for winning Best of Show for a collaborative piece entered in the Native Treasurer's Indian Arts Festival in Santa Fe. This is the second time they have won Best of Show.

Also, congratulations to John Sharum who won too many awards to count at the recent Calaveras County Fair. The three paintings hanging in the gallery are some of John's submissions that won awards.

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