PLEIN AIR PALM BEACH (PAPB)

Minutes of the Jan. 14, 2014 meeting

Old School Square, Delray Beach

Present: Ralph Papa, Donna Walsh, Francis Lynn, Manny Jomok, Kerry Ericksen, Steve Nash, Pati McGuire

Ralph Papa opened the meeting at 2:15PM; Handouts were provided for each person that included: an agenda; proposed budget; flyer for the upcoming Plein Air Festival sponsored by the Lighthouse Art Ctr., Tequesta, FL & an application form; info on “Paris & Palm Beach Paintings,” an exhibition of plein air works by Brennan King and Ralph Papa at the Palm Beach Multilingual Society, West Palm Beach.

The room was set up for a slide presentation by Ralph. Slides were shown throughout the meeting whenever it pertained to what was being discussed. The meeting, for the most part, followed the planned agenda with the following discussions:

1. Organizational Structure

Donna Walsh gave a brief history of the Plein Air Meetup.com and what the annual cost of 150.00 provides its members (currently 226 in number). Some significant benefits are:

1. No membership fees
2. Instant announcements of meetup sites and events to its members and list of rsvp’s provided
3. Easy internet access to anyone interested in plein air (especially out of town visitors)
4. Ability to communicate with each other
5. Designated event organizers & co-organizers can select a date and location of their own choosing and post them on the Meetup site. Other members can also suggest locations.

**Those who were part of the initial meeting held last Oct 13th have been designated event and assistant organizers.**

**Ralph** and **Donna** are the group’s Organizers. Donna has personally paid for this year’s Meetup.com’s fee and is recognized by Meetup as the primary organizer. Further discussion involved the organization’s financial needs (a request was to table further discussion until the budget portion of the meeting occurred later in the meeting)

Ralph gave a description of the website he created for Plein Air Palm Beach ([www.pleinairpalmbeach.com](http://www.pleinairpalmbeach.com)). Slides were shown of the different pages and categories involving the group and its member artists. Current developments include a gallery, an individual artist portfolio with a link to their own website in the future and a photo section of each previous and upcoming plein air location and photos also of artists painting on site.

Both Organizers have jokingly described their role as “benevolent dictators.” They need everyone’s help to further develop the organization. Those who were invited to attend and didn’t show up will continue to have the opportunity to participate in bringing PAPB to a viable and successful entity.

Pati McGuire discussed her development of a postcard to be used as a handout for the inquiring public at events and paintouts. She needs a few more jpeg files of plein air paintings to complete the front of the card. The back will have information about PAPB and the addresses of the two websites and our logo, created by Santiago Perez. Pati anticipates the postcard will be available by next month. Donna suggested that she submit any of her cost for reimbursement.

1. Upcoming Activities and Events

So far, there have been 27 paint outs scheduled from last Oct and this coming Feb. Two main programs exist:

1. CCPB Program (Sponsored by the Cultural Council of Palm Beach Cty.) - 10 paintouts scheduled on Thursdays (only six left to go) will conclude with an exhibition of selected works created from the ten paintouts. *Selection will be based from works completed on site during the 10 scheduled dates or on officially re-scheduled dates. All paintings completed on other occasions at these selected sites will not be valid. Photos will verify on site participation.* The exhibition entitled, “Art Outside the Walls: En Plein Air,” will take place April 11th – June 7th. This exhibition will travel and be shown at the Boynton Beach Library and other locations afterwards.
2. Regular scheduled paint outs - that occur on the 1st and 3rd Tuesday of each month at the same location. On the second meeting or third Tuesday, participants bring a lunch and a critique session is held. The season starts Oct and last until May of each year; a different location in Palm Beach Cty is selected each month.

*There are other paint outs scheduled during the year in various locations. They are usually announced a head of time, a week or more in advance.*

1. Budget and Financial concerns

So far sponsorships have only been provided on a non-cash basis. Participating sponsors have lent their facilities and given limited discounts. The organization needs cash to pay for expenses. The following ideas were discussed to satisfy current financial needs:

1. Donna established a web site, Cafépress Store (www.cafepress.com/PleinAirPalmBeach) where certain selected items with our logo can be purchased. A percentage of a sale is given back to our organization in cash. Frances Lynn showed the group an apron she recently purchased from the store which the group highly approved. Other items include coffee cups, hats, tote bags, etc.
2. Contributing Artist – participants can donate $20.00 or more to help defray the costs. A check can be sent to Donna or Ralph who will ensure proper accounting of all funds received. Just make sure you make the check out to either Ralph or Donna.
3. Further development of the PAPB website set up by Ralph could include a schedule of artist fees for individual upgraded portions featuring their art work. Any sales through the website could include a commission for our group.
4. Fundraising events – Plein air artists’ participation in a community event could result in some donated funds garnered from organizations sponsoring the event. Donna warned artists should not be used for entertainment purposes only. Pati was not too keen on having auctions for art work. Sales by plein air artists could suggest a donated portion be given to PAPB.
5. A proposed budget was briefly discussed but no endorsement made.

It was also suggested that future meeting agendas be limited to prioritized items. A full and meaningful discussion could be had within a set limited time (1 1/2 hr. tops). The next meeting is scheduled for **February 25th, Tuesday, at 2:00PM, OSS, Delray Beach**. Please be there.