PLEIN AIR PALM BEACH (PAPB)

Minutes of the Feb. 25, 2014, 2:00PM meeting

Old School Square, Delray Beach, FL

Present: Donna Walsh, Ralph Papa, Manny Jomok, Frances Lynn, Steve Nash, Lorrie Turner, Pati Maguire

Donna Walsh opened the meeting at 2:03PM by following the agenda that was projected on a screen at the front of the room. The following was presented and discussed:

1. Financial Status – Donna presented a brief outline of Cash Flows that covered a period from May 2013 to present.
2. Contributing artists (21) sent monies totaling - 622.00
3. Sponsorship – from Ericksen Law Firm – 200.00
4. Merchandise from Cafepress store – 26.00
5. Expenses paid out

1d. Meet up site fee – 150.00

2d. Website domain fee – 50.00

3d. Marketing costs (postcards) – 82.00

1. Net cash available – 564.00
2. Website development – Donna refined the website ([www.PleinAirPalmBeach.com](http://www.PleinAirPalmBeach.com)) to include on the main menu bar: home, artists, gallery, blog, calendar

Later in the meeting she opened each section giving everyone present a glimpse on the screen of how our website looks; very impressive and easy to maneuver.

1. Post cards were handed out for viewing. Pati described how she developed the design and format. She has a template for future updating and ordering of the postcards. Postcards can be given out to spectators by members who are painting on site. The front of the postcards shows 10 members’ painting images and our logo. The backside includes photos of paint outs and website addresses of PAPB and Meetup.com. More cards will be ordered for further distribution to contributing artists.
2. Networking and Community Outreach – Ralph elaborated on what has been developed so far.
3. **The Multi-Lingual Society Show in West Palm Beach** – Although Ralph and Brennan King are the prime exhibitors, Ralph would like to include other plein air artists’ work also. If interested, send a jpeg image of your plein air painting to Ralph’s email. The show will run from March 15th to May 17th; with an opening reception on March 28th. Expect to donate a portion of art sold to the sponsors.
4. **Cultural Council Palm Beach Art Exhibition** – Ralph handed out a spreadsheet and Donna projected the revised copy on the screen. Basically the spreadsheet list all the artists who participated in at least one paint out and the paintings submitted by artists for all 10 locations. Ralph and Donna will further screen submitted entries and will work with Nicole Hickey, Executive Director of CCPB, to select pieces for the show. Future issues of a quarterly publication published by the Cultural Council will feature PAPB. Details on when and where to submit selected art works will be forthcoming. The show is scheduled to run from April 11th to June 5th; with a reception on April 10th.
5. **Mounts Botanical** paintings will be featured in a future issue of Florida Home & Garden magazine.
6. Other community involvements include a summer plein air show sponsored by the Delray Art League.
7. Ralph will continue to develop plein air events that will take place year round.

1. Legal Entity – Donna started the discussion on developing our group into a legal entity.

Some requirements are:

1. Purpose or mission statement - those present agreed on the following statement:

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(This statement can be revised or further developed later if we need to do so)

1. How Directors/Officers are elected or appointed – those present decided that Directors should be appointed rather than voted in by members. To begin, PAPB will select all those present at this meeting and Kerry Ericksen (not present), to be Directors and named as such in our application for incorporation.
2. **Registered Agent** – **Lorrie Turner** volunteered to be this person
3. **Incorporator** – the person who prepares and signs the Articles of Incorporation and then submits them to the Division of Corporations. This person will be **Donna Walsh**.
4. Donna will apply for a bank account.
5. We will be classified as a **Not For Profit Corp**.
6. Afterwards, we must define our By-Laws.
7. Other items that were brought up during the discussion included the concern of liability at organizational functions. Should a lawyer be consulted? How do we protect Directors and members from lawsuits? Is a disclaimer effective? Donna will investigate what Meetup.com has for liability concerns.
8. The last portion of the meeting involved volunteer needs to help the organization grow and develop. The following items were discussed:
9. Name tags – who can produce nametags? Pati said name tags can be elaborate or simple. Different types were described by those present. Pati will pursue this item.
10. Committees and activity coordinators:
* Facebook – Pati volunteered to manage our Facebook account. She was made a manager to accomplish this task
* Hospitality (to set up and coordinate functions) – Frances Lynn
* Website – Donna and Ralph
* Community Outreach – Ralph
* Organizational Development – Donna
* Programming ( paint outs ) – Manny
* Public Relations – Steve Nash
* Volunteer Coordinator – Lorrie Turner

There were other items like fundraising and communications that were briefly discussed but not filled. Manny volunteered to develop a Contributing Artist application form.

**The meeting ended at 3:45PM**.

(*An after meeting discussion took place, led by Pati regarding a major Plein air Festival in the future. She was recently appointed to the Board of OSS and may take on the responsibility for educational development for the organization. Items discussed were not part of these minutes*)