

## Art Guild of Orange Park Annual Report 2022-2023

The AGOP year runs September 1 through August 31 for the AGOP officer terms, membership year, finance/budget, and committee activities. This annual report to the members confirms the 2022-2023 activities and budget for the Art Guild.

## It contains the following:

- One-page brief reports from officers and committees celebrating the successful 2022-2023 year.
- It identifies recommendations for adjustments in the 2023-2024 year.
- It includes a one-page comparison of the 2022-2023 proposed and actual budget. The Board of Directors used this information as the impetus to develop the 2023-2024 budget (The Board will propose the budget to the members at the September 5, 2023, meeting).
- The AGOP Board of Directors organized this report by the order listed in the By-laws.

	President
	Vice-President
	Secretary
	Treasurer
	Past President
	Membership
	Programs & Workshop
	Exhibits
	Communication
	Scholarships
	Community Service



Committee:	AGOP
Chair:	President, Phyl Renninger
Committee	AGOP Committee - Nine board members, each over AGOP committees.
Committee Members:  Tasks successfully implemented Sep 1, 2022, to Aug 31, 2023  Suggestions for change or additions in 2023-2024 (Include suggested costs for budgeting)	Committee Budgets - Treasurer, Edie Dosza. Clay Today - Betty McKee, Debby Jamison, Linda Hawkins (Communication)  Set board and membership meeting locations and agendas. Conduct meetings.  Maintain overall committee budget spreadsheet. Projected 2022-2023 revenue was \$5,886, actual revenue was \$8,489. We did well.  Maintain oversight and collaboration with all committees.  Sign Contracts and agreements.  July 24, Strategic Planning workshops, 2023 Board Reports, and 2023-24 Budget for membership meeting.  Drafted articles for newspaper, Clay Today.  Established and held monthly Chat & Coffee.  Recommendation for the next year, based on need, Return-on-Investment (ROI), and long-term strategic planning, include the following:  Priority 1 - Fill Board VP position.  Priority 2 - Hire part time administrative assistance services, with deliverable based income increase plan. After 50-years, the Guild need to move toward sustainability and has a lot of tasks that are not volunteer-type work (IRS 990 e-filing, Florida Revenue 501(c)3 status, W-9 requets, updating official paperwork, correspondances, preparing for meetings & workshop, updating committee budgets, preparing the budget outline for 2023-24, confirming dates for AGOP events & activiteis, etc.). The president should form a committee to set up job descriptions, advertising, and interview plan. Start consultant services \$500 per month = \$6,000/yr.  Work with Membership to develop a survey to be distributed each spring to assist with input for Strategic Planning.
	<ul> <li>Future - AGOP - Set up AGOP office. Plan on donations and</li> </ul>
	consolidation. This set up might eliminate storage unit and mailbox costs, also provide art sales location and % to AGOP.
	• Future – Develop College tuition reimbursement scholarship for local art-major college/student members. College students would need to be a member (\$20), attend a set number of meetings and activities to earn a set amount of tuition reimbursement. This scholarship would enhance member recruitment and attract younger members.
	Two new budget items for next year: Part-time help at \$500/month and small supply line for stamps, paper, ink (\$50).



Committee:	Fundraising
Chair:	Vice-President (Sarah Sawyer was the prior VP and resigned in November;
	Phyl Renninger filling in remainder of year).
Committee	Gala – 40 AGOP Members and committee chairs.
Members:	Artistic Views - Sarah, Phyl, Allison Bolsega, Linda Hawkins
	Studio Tours – 16 artists signed up to date.
	Farmers Market – Phyl, Janet Myers, Elaine Gallagher, Edie Dosza
Tasks	• Annual Gala, <i>Bella Notte</i> , A Night of Art Under the Stars, held at
successfully	Azaleana Manor on the St Johns River, Sept. 15, 2023. Expended \$39,819,
implemented	Income \$43,380,483, profit \$9,561.
Sep 1, 2022,	<ul> <li>Nametags – Sales still pending, \$5 each, members appear to like the Art</li> </ul>
to Aug 31,	Pallet nametags with magnetic fasteners.
2023	• Studio Tours – Being established, members appear to be enthusiastic about
	the tour and participation.
Tasks not	<ul> <li>Artistic Views – Scheduling and committee issues and no book sponsors,</li> </ul>
successful	next year, the committee should be formed in August and be ready to start
	work in September, so books are ready to sell at Christmas. Income to date
	\$1300, have not cleared expenses of \$1850.
	• Farmers Market – Very little book sales, recommend not participating Fall
	2023.
	<ul> <li>Members engagement with selling tickets and promoting events.</li> </ul>
Suggestions	
for change	Recommend that the budget and tasks remain basically the same as 2022-2023.
or additions	• Strategic planning workshop, \$150
in 2023-	• <u>Supply funds</u> for stamps or printing
2024	• Putting on the Glitz Gala \$10,000 projected profit, \$35000 income,
(Include	\$25,000 expenses (Changed venue to Hilltop Restaurant due to costs at
suggested	Azaleana and savings at the Hilltop.) It should be noted that budgeting for
costs for	the gala is challenging in that the expenses and income cross over the Sep
budgeting)	1 budget year, so the funding is in two fiscal years. The chair should
	always keep a separate spreadsheet on the gala to show the total effort for
	the event.
	• Artistic Views, print 150 copies (\$1800), \$20 per book (\$3000). Form
	committee in Sep, seek book sponsors, develop in Oct, draft at Nov
	meeting, print, sales at Holiday Party.
	Dedeat Standards be added.
	Budget item to be added:
	• Studio Tours, PR materials and tickets \$350, Income \$10 tickets x 200
	estimated ticket sales = \$2000, plus 10% of sales (honor system).



Committee:	Secretary
Chair:	Rhona Scoville.  This position was open from November, resignation of Allison Bolsega, to April, appointment of Rhona.
Committee Members:	none
Tasks	<ul> <li>Minutes taken at board meetings and general meetings.</li> </ul>
successfully	Minutes forwarded to communications chair for website.
implemented	Prior secretary completed inventory of storage unit.
Sep 1, 2022,	<ul> <li>Took notes at Board Strategic Planning Meeting.</li> </ul>
to Aug 31,	Took notes at Board Strategic Framming Processing.
2023	
Tasks not	• none
successful	
Suggestions	
for change	• Form a committee of two extra people to inventory storage unit.
or additions	<ul> <li>Assist treasurer as needed, membership at meetings, and exhibits at intake</li> </ul>
in 2023-	and takedowns.
2024	<ul> <li>Maintain a list of business registrations for tax free purchasing.</li> </ul>
(Include	
suggested	
costs for	No budget items requested.
budgeting)	



Committee:	Treasurer
Chair:	Edie Dosza
Committee Members:	Mary Jo Bade Gala Volunteers: Bank of America volunteer (Jane?), Phyllis Applebee, Mary Fowler, Janet Myers, Jill Nicholson and daughter, community volunteers (Jen & Laura) Rhona Scoville has agreed to committee membership. May volunteer sign-up sheet: Evelyn Boswell, Melody Pickens, and Lorraine Miller.
Tasks successfully implemented Sep 1, 2022, to Aug 31, 2023	<ul> <li>Reconcile VyStar checking account each month. Checking \$28,653.85 Interest \$17.85.</li> <li>Deposited funds in Money Market – SOMMA donation check deposited in March has yielded \$22.09 interest to date.</li> <li>Moved meeting location resulting in a saving of approximately \$560 annually with use of Fox Valley Center ©.</li> <li>Completed IRS 990 e-filing (each May).</li> <li>Updated Florida Revenue 501(c)3 status, corrected mailing address (certificate updated every five years)</li> <li>Responded to requests for W-9.</li> <li>Worked with the president each month to update the committee budgets.</li> </ul>
Tasks not successful	• The Guild has investments with LPL Financials, a registered investment broker-dealer, with a current value of \$20,192. The original investment was \$24,000 – consistent losses over the last few years reflect the market fall, however, the investment earned \$303.58 in last couple of months. Like any investment, the best advice is to stay put for now as the market is back on the rise.
Suggestions for change or additions in 2023- 2024 (Include suggested costs for budgeting)	<ul> <li>Add Budget line for McAfee - McAffee coverage \$99 per year.</li> <li>Increase committee membership. Will approach Lou Walsh w/his finance background.</li> <li>Approach VyStar for community service/potential gala sponsor.</li> <li>Look for committee members and volunteers with financial backgrounds, investigate getting better savings interest rates, check VyStar for better savings potential vs Money Market, and perhaps check alternative local banks (also however care must be taken relative to recent bank closures).</li> </ul>



Committee:	Past President
Chair:	Debbie Cusick (Was appointed in July after resignation of Deborah Broach)
Committee Members: Tasks successfully implemented Sep 1, 2022,	<ul> <li>Tasked with establishing a Board nomination committee for the 2023-2024 year. Successful recruited the Secretary position, filled by Rhona Scoville after Allison Bolsega resigned. The VP position, after Sarah Sawyer resigned, was never filled.</li> </ul>
to Aug 31, 2023	<ul> <li>Tasked with setting up Field Trips; two field trips were set up (Cummer and Savannah). Cummer had six participants. Savannah trip was cancelled due to weather.</li> <li>Board gifts were not purchased for outgoing 2022-2023 board, so no money was expended.</li> <li>Deborah Broach served Sep 2022 to July 2023; Debbie Cusick filled in July 2023 to Aug 30, 2023.</li> </ul>
Tasks not successful	Filling VP position.
Suggestions for change or additions in 2023- 2024 (Include suggested costs for budgeting)	Two field trips are being set up for next year: Field trips to Lightner Museum (stained glass exhibit) and Daytona Museum of Arts & Sciences.  No budget changes for 2023-2024.



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Committee:	Membership
Chair:	Sandy Jones
Committee	Jan Racer, Mary Jo Bade, Lorraine Miller
Members:	
Tasks	• Enroll new members.
successfully	<ul> <li>Provide name tags.</li> </ul>
implemented Sep 1, 2022,	• Update membership roles.
to Aug 31,	<ul> <li>Sign in members and guests at monthly meetings.</li> </ul>
2023	<ul> <li>Assist treasurer taking in fees.</li> </ul>
	<ul> <li>Send welcome letters to new members.</li> </ul>
	<ul> <li>Welcome members and guests at each meeting.</li> </ul>
	• Successfully enrolled 120 members.
	• Sent 25 welcome letters to new members.
Suggestions	Have each member fill out new membership forms.
for change or additions	• In 2022, membership intake did not match budget year, so
in 2023-	we are changing to payment of annual membership during the Sep 1 to Aug 30 cycle (starting Sep 1, 2023).
2024	<ul> <li>Needs more help at meetings, especially Sept meeting with</li> </ul>
(Include	re-enrollment and summer project intake.
suggested	
costs for	Budget recommendation the same, but 1) calculation needs to be
budgeting)	adjusted with membership increase and 2) increase budget by \$50,
	23/24 stickers on nametags.



Committee:	Programs & Workshops
Chair:	Beth Haizlip
Committee	Carron Wedlund, Jan Koss
Members:	
Tasks successfully implemented	<ul> <li>Projected income and expense to end with revenue of \$3,496.</li> <li>Programs – Set up 9 programs for meetings.</li> <li>Set up and implemented 5 Workshops.</li> </ul>
Sep 1, 2022,	<ul> <li>October 5- Katherine Cook, oil flowers</li> </ul>
to Aug 31, 2023	- Nov 19 - Cindy Pierson, pastels
2023	<ul> <li>Feb 11 – Debbie Pounders, oil horse</li> <li>Mar 18 – Tiffany Manning, acrylic abstract</li> <li>Apr 5 &amp; 6 – Susan Grogan, watercolor</li> <li>Organized Club Continental garden event</li> <li>Organized Salvation Army back-to-school face painting with kids.</li> <li>Chaired the artists selling and demonstration at Bella Notte Gala event.</li> <li>Organizing artists selling and demonstration at Putting on the Glitz Gala event.</li> <li>In charge of violin covers for the Orange Park Community Theater.</li> </ul>
	<ul><li>Conducted free art critiques.</li><li>Helped with Christmas party.</li></ul>
Suggestions for change or additions in 2023- 2024 (Include suggested costs for budgeting)	<ul> <li>Heiped with Christmas party.</li> <li>Increase raffle tickets to \$2 or 3/\$5.</li> <li>Explain violin covers to art guild &amp; move to fundraising, see someone to coordinate this activity.</li> <li>Start planning holiday party (held at clubhouse) earlier &amp; move to scholarships.</li> <li>Have a chair for each workshop, advertise on Facebook, track payment, email supply list and reminders, keep in touch with instructor, buy refreshments, set up room, and clean up.</li> <li>Have someone in charge of setting up camera at meetings.</li> </ul>



<b>Committee:</b>	Exhibits
Chair:	Kathy Plante
Committee Members:	Carron Wedlund, Betty McKee, Lynette Woodman, Jan Koss, Take-ins: Edie Dosza (treasurer), Sandy Jones (membership)
Tasks successfully implemented Sep 1, 2022, to Aug 31, 2023	<ul> <li>Drafted a recommended criteria for judging exhibitions for prospective jurors.</li> <li>Prepared folder of information and forms for exhibition Committee members containing: Take in procedures; exhibition check lists; framing guidelines; extra exhibition entry sheets; judging criteria sheet; and extra entry forms.</li> <li>Mossman Hall exhibition, "Harmonies," Nov – Dec 2022 – 64 pieces entered @ \$15/each (\$960.00) Expenses \$200 Prizes, juror, 9 pieces sold.</li> <li>Thrasher-Horne Exhibition, "Celebration," Jan – Jun 2023, 59 entries @ \$15 (\$885.00). Expenses \$200 Juror, \$300 Best in Show, \$200. 1st Place, \$150, 2nd Place, \$100 3rd Place, two honorable mentions @ \$25. 8 pieces sold for a total of \$1382.50 to artists.</li> <li>Jacksonville International Airport Exhibition, "Take me There," Jul 2023 to Jan 2024, 78 entries @ \$15 (\$1080), no juror fee, no prizes.</li> <li>Implemented e-mail pre-registration.</li> </ul>
Tasks not successful	<ul> <li>Finding new venues for future exhibitions.</li> <li>Recruitment of new members for the committee.</li> <li>Having take-in run smoothly.</li> <li>Members not using two-part form with assurance signature.</li> </ul>
Suggestions for change or additions in 2023- 2024 (Include suggested costs for budgeting)	<ul> <li>Increase volunteer committee members.</li> <li>Communicating in a more timely, succinct way with the membership via F.B., E-Newsletter, and AGOP website,</li> <li>Locate new venues for exhibits.</li> <li>Do a Take-in skit for Sept mtg.</li> <li>Members must use two-part form with assurance signature for all exhibits.</li> <li>Mossman Exhibition March 2024.</li> <li>Jewish Community Alliance (JCA) Exhibition October 2025.</li> <li>There will be room at Court House January to June Exhibit to display more than just summer projects.</li> </ul>



Committee:	Communications
Chair:	Linda F Hawkins
Committee	Ana Flynn (Instagram) Kim Russell (photography?)
Members:	Wendy Sullivan (Constant Contact) Betty McKee (Press Releases)
Tasks	Submitted and won Clay County TDC grant.
successfully	Created and placed an advertising campaign in local and markets within a
implemented	200-mile radius for Belle Notte Gala.
Sep 1, 2022,	Created and monitored an EventBrite ticket sales page for Belle Notte
to Aug 31,	Gala.
2023	Designed and printed candy bar wrappers as parting gifts for Belle Notte
	Gala.
	Started an Instagram page.
	Managed and updated the Guild website.
	• Designed 50 <sup>th</sup> Anniversary logo.
	Designed and successfully sold marketing materials which included T-
	shirts, aprons, tote bags and koozies.
	<ul> <li>Designed and printed 2022-2023 brochure.</li> </ul>
	<ul> <li>Designed and printed Save the Date cards for Belle Notte Gala.</li> </ul>
	<ul> <li>Designed and printed Save the Date cards for Putting on the Glitz Gala.</li> </ul>
	<ul> <li>Designed and printed Save the Date cards for First Annual Studio Tour.</li> </ul>
	Designed and printed 2 pull up banners.
	• Sent our numerous Press Releases notifying public of Guild activities.
	<ul> <li>Sent out twice monthly Constant Contact emails to members.</li> </ul>
	<ul> <li>Created EventBrite ticket sales page for Putting on the Glitz.</li> </ul>
	<ul> <li>Successfully negotiated contract with web host and programmer.</li> </ul>
Task not	Advertising gala outside greater Jacksonville area did not bring in patrons
successful	from other areas .
Suggestions	• Create online store for marketing materials Cost estimate \$50.
for change	Spend advertising dollars on local media to promote gala, exhibits, studio
or additions	tour, workshops, etc.
in 2023-	• Needs committee members – photographers for meetings/activities and help
2024	with website.
(Include	2023-2024 Budget
suggested	• Web Hosting \$562.40 Expense.
costs for	Dream Host \$17.99/yr. Expense.
budgeting)	• Web Changes (estimate) \$550 Expense.
	<ul> <li>Marketing Materials (T-shirts, etc.) Income \$1000, Expense \$800.</li> </ul>
	<ul> <li>Print materials (rack cards \$176, gala tickets \$64, brochures \$199.38,</li> </ul>
	Save the date \$91) Expenses.
	• Online store \$50



Committee:	Scholarship
Chair:	Nancy Page
Committee	Jan Koss, Deborah Broach, Cyndi Smith
Members:	Will add Jan Racer and Remove Deb Broach for next year
Tasks successfully	• We gave \$1600 in scholarship money to 3 students at our end of the year cake and punch celebration. In addition, we gave their 2 teachers \$100
implemented Sep 1, 2022,	and \$50 respectively. We also gave each of the student's portfolios and gift bags of new art supplies which our members kindly donated.
to Aug 31, 2023	<ul> <li>Last year AGOP Scholarship was truly fortunate to have 4 Courtenay Hunt originals donated from member patrons Gwen Gilmore and the Bultman family. In addition, Mary Cobb, widow of Richard Cobb, who was Courtenay's lawyer, donated various memorabilia and approximately five hundred posters. We are trying to assess their value and to figure how we can market them to be able to better fund the scholarship named for him. At the present time, we gave our members each 2 posters at our May meeting for free. We now have the posters advertised at our AGOP exhibit at the JIA Sky Gallery for purchase for \$25 - \$20.00 donation to AGOP Scholarships and \$5.00 shipping and handling. We also are exhibiting 2 Courtenay Hunt originals in the Gallery with a donation price of \$1000 with their choice of one of the 2Hunt paintings in the Gallery.</li> <li>A real plus and timesaver for contacting Clay Co Schools about our Scholarship has been our association with Karen McMillan, Coordinator, School Choice of Clay County. She has agreed to contact the appropriate art teachers and guidance counselors who would be advising students of where to apply for scholarship money. The AGOP was able to provide Carron Wedlund and Dee Roberts to help judge the annual Student Art Show for Clay County Schools at the end of the year.</li> <li>Our AGOP meeting raffles were also successful in raising funds, thanks to the generosity of our visiting demo artists who contributed one of their paintings. We hope to continue the raffles this year. A committee member will sell the tickets at the entry table as each member comes in.</li> </ul>
Suggestions	Committee should investigate online auction of Courtney Hunt paintings - form
for change	an exploratory committee.
or additions	In response to budget "way of work" question: board responded that they set
in 2023-	budget and each committee works to bring in more money than it spends.
2024	Committee should decide ahead of time the number and number of awards for
(Include	consistency and fairness each year.
suggested	Make sure that every year we start with a minimum of funds.
costs for	• Scholarship - \$1000.00
budgeting)	<ul> <li>Posters, brochures &amp; printed materials - \$100.00</li> </ul>
	<ul> <li>Matting, cleaning and misc \$500.00</li> </ul>
	<ul> <li>End of year refreshments - \$100.00</li> </ul>



Committee:	Community Service
Chair:	Kim Russell (The committee was initially chaired by Roger Hausman until his
<u> </u>	resignation in February)
Committee	Kay McBride, Kathleen Shores, Tim Stahlberger, Lisa Hamilton, Sha Sha
Members:	Preston
	Kathy Plante, Melody Pickens, Bill Gura (Crosswalk project)
	Carron Wedlund (Town Hall Exhibit), Gina Ledbetter (Clay Courthouse
	Exhibit) Alison McCauley, Dee Roberts, Sandy Jones, Linda Hawkins, Cornelia Pratt,
	Betty McKee (Rotation art)
	Beth Haizlip, Denise, Debbie, Lorraine (Salvation Army project)
	Beth Haizhp, Bellise, Beoole, Lorraine (Sarvation Army project)
Tasks	The committee organized and participated in the following community
successfully	activities:
implemented	Orange Park Fall Festival
Sep 1, 2022,	AGOP Summer project
to Aug 31,	Rotation Art at House of Representative Sam Garrison's office
2023	Exhibit of Summer Project at Town Hall
	Exhibit of Summer Project at Clay County Courthouse
	Town of Orange Park Utility Box Project
	Carrie Clarke Day at Orange Park Clarke Park
	Crosswalk Project at Orange Park Elementary
	Face Painting at Salvation Army Back to School day
Tasks not	
successful	• The Orange Park Fall Festival, although a wonderful community activity,
successiui	is not a productive endeavor for the Art Guild.
Suggestions	
for change	Discontinue participation in the Orange Park Fall Festival
or additions	Possibly pain more school crosswalks.
in 2023-	Coordinate Summer Project information and artwork with the Artistic
2024	View Book committee, gathering and sharing information in a timely
(Include	manner so the book can be available at the Holiday Party.
suggested	Crosswalk project delayed (possibly to October).
costs for	
budgeting)	Budget Recommendation are the same for next year.

2022-2023 Budget Summary				
Committee/	Approved Sep 2022		Actual	
Office	Income	Expenses	Income	Expenses
President	\$0.00	\$0.00	\$0.00	\$0.00
Vice-President (Putting on the Glitz	\$28,000.00	\$22,000.00	\$16,541.24	\$6,437.04
Gala – cost and income in progress,				
Strategic Planning, Artistic Views				
book)				
Secretary	\$0.00	\$0.00	\$0.00	\$0.00
Treasurer (Storage unit, insurance,	\$36.00	\$3,304.56	\$62.79	\$4,375.72
Lion's club rental, mailbox fee, Sun				
Biz fees, banking, admin supplies, etc.)				
Past President (Board end of year gifts)	\$0.00	\$275.00	\$0.00	\$0.00
Membership	\$3,500.00	\$50.00	\$3,129.06	\$33.61
Programs & Workshops	\$5,530.00	\$5,120.00	\$7,695.96	\$4,499.91
Exhibits (Mossman, Thrasher Horn,	\$5,275.00	\$2,515.00	\$6,081.62	\$3,780.08
Club Continental, Airport Exhibits)				
Communication (Web hosting &	\$1,250.00	\$2,839.00	\$963.42	\$2,727.03
expenses, Marketing materials, AGOP				
Banners, Brochures, Rack cards, etc.)				
Scholarships (Scholarships, Art	\$990.00	\$2,705.00	\$2,066.00	\$2,219.84
teachers, meeting raffles, Holiday				
Party)				
Community Service (Festivals,	\$300.00	\$186.65	\$146.00	\$111.65
Summer Project, Crosswalk project,				
Salvation Army, etc.)				
TOTALS	\$44,881.00	\$38,686.09	\$36,686.09	\$23,884.88
Projected Revenue	\$5,885.79			
Actual Revenue			\$12,801.21	