

Port Ludlow Art League – 2023 Idea Playbook

Point Person	Point People	Description	Issues
Sip & Paint	Shirley Bomgaars	Supplies: \$300, 10 people/class	Alcohol license, food or no food, require 3 classes to make \$, members can donated supplies to reduce costs
Magnetic name tags	Laura Axiotis	\$8 -10, same as Garden Club badges, interchangeable names	Suggest member questionnaire Perhaps those members that want it, pay for it
Announce new members at Program Meeting	Pamela Raine	Suggest member questionnaire	Past new members didn't like speaking about themselves, past questionnaire wanted speakers and less PLAL business, suggest member questionnaire
Field trips	?	Bus/carpool to museums, studios, art walks	Determine destination, advertise, organize, suggest member questionnaire, ideas: Studio tours @ Camano Island, Whibey Island, Anacortes, La Conner, Kirkland, Seattle, Bainbridge Island, Port Townsend, Edmonds
Selling T shirts in the Gallery	Laura Axiotis	Contest for T shirt designs, heat transfer, \$16-\$17 cost/shirt, sell for \$25?	Cost, submissions, blind judging, too much like the Inn gift shop? We had trouble selling aprons Not sure this is the right demographic
Selling tote shirts in the Gallery	Alan Ahtow	Contest for tote bag designs, sell for \$20?	Art submissions, blind judging Larry researched cost: order Sammar bags \$7, print 50 bags full color \$356, \$??? shipping/handling not sure
Volunteer committee	?		Getting volunteers is a challenge Having trouble fundraiser table duty

Credit Card payments	?	\$299, 3% commission,	No commission is a selling point Some Gallery sitters don't follow well documented Gallery procedures
Sales Commission	?	Already raise approx. \$6,000 (dues, ad fees, art fair fees, guest)	Currently raise approx. \$6,000 (dues, ad fees, art fair fees, guest), suggest member questionnaire
Program meeting potluck	?	Organize	Past questionnaire did not want cookie swap, suggest member questionnaire No meetings: December, January due to weather
Art Swap	?	Organize	Suggest member questionnaire
Completed/Ongoing			
Incentivize members to attend Program meetings	Pamela Raine	Raffles, speaker giveaways June speaker will giveaway some items	Gone from 17 to 34 attendees, shouldn't have to Incentivize, case by case basis
Mailing List	Pamela Raine	Done, ongoing for each art fair Any member can submit contact email	Done: -Website collects email addresses for new exhibits, events, directed to our Facebook page that is updated each month -Meydenbauer Yacht Club: FleetCaptain@mbycwa.org -Edmonds Yacht Club: EYC Secretary <secretary@edmondsyachtclub.com>
Fundraising	Pamela Raine	Done, Note that we did not have any scholarship applicants, music applicant was forwarded to Shelley of	Gift baskets, 6"x6" artwork, donated artwork/jewelry, bake sales, art classes, bouquets, Pancake breakfast

		PLPA, just Northwind Art	
Suggestion Box	Alan Ahtow	Done, repurposing the Bay Club art exhibit voting box	Program meeting
Rack cards	Pamela Raine Larry Davidson	Done, ongoing as we change Gallery hours	Inn, Gallery, Bay Club, Marina, Yacht Club, Active Life, Beach Club, Post Office, Coldwell, Bank Color rack card \$42 for 100 Sheryl Goldsberry will place rack cards
Trifold pamphlet	Pamela Raine Larry Davidson	Done, ongoing as we change Gallery hours	Maybe keep on paper due to changes in Gallery hours Gallery, Bay Club, Program meetings \$66.56 for 100 on Cougar #70 smooth
Postcards	Pamela Raine	Done, ongoing as we change Gallery hours & art fairs	Getting quote on cardstock but maybe keep on paper due to changes in Gallery hours Gallery, Bay Club, Program meetings Probably no more than \$40 for 100
Business cards	Pamela Raine	Done	Gallery, Bay Club, Program meetings
Member questionnaire	Pamela Raine	Done	June Art Desk & Program meetings
Radio announcements	Pamela Raine	Done, ongoing for each art fair	Update for each art fair
Advertise member art classes	Pamela Raine	Ongoing, submit to Pamela	Art Desk, website, Share & Explore Lucrezia is going to teach a 6-hour drawing class in July Sip & Paint when ready Northwind Art, Cole Gallery, Winslow
Advertise PLAL exhibits, events, articles	Pamela Raine	Ongoing	Voice, PT Leader, Peninsula Daily News, Sequim Gazette, SS Times, our Facebook, OPAA newsletter, Inn, Gallery, Art Access, SC Bank, Active Life, Coldwell, Post Office, Bay Club, Beach Club, Yacht Club, Marina,

			Art Desk, website, Facebook, Radio, Meyenbauer Yacht Club, Edmonds Yacht Club, Newcomer event,
Ads - purchased	Pamela Raine	Ongoing	Voice, PLPA Brochure, AITW, Art Access: May - August
Receptions	Janice Gruber	See Advertise	Host, AOM/JOM responsibilities in Gallery binder
Art Fair flyers	Larry Davidson, Pamela Raine, Glen Alberts	Ongoing	Posted Kingston Starbucks, Community Center, Poulsbo Starbucks, Community Center, Kingston & Port Townsend, Community Centers, Poulsbo & Port Hadlock libraries (only if fundraising), all vendors
Cooperative web links, activities	Pamela Raine	Ongoing	Port Ludlow Performing Arts, Northwind Art
Members displaying art other than PLAL locations	Pamela Raine	Ongoing, submit item to Pamela	Art Desk, website Vicky Harrison, Diane Walker, Carol Nielsen
Art Supply Sale	Pamela Raine	Completed January each year	2022: \$300, 2023: \$159
Program meeting sign in, greeter	Laura Axiotis, Carol Tomas	Check in, badges, guest fees, greeter	Done