

Committee Meeting for 2025 Art on the Edge

July 17, 2024 – 10am at Lincoln City Cultural Center

Brief meeting minutes (compiled by Tara Choate)

Attendance: Krista Eddy (LCC), Bea (LCC), Tara Choate (artist), Maria Sund (artist), and Karen Gelbard (artist)

Absent: Natasha Ramras (artist), Shella Sondra (artist), and Karen Wolf (artist)

Continuing the Tour

Attendance was down in 2024. The later date and reduced marketing budget and time were agreed to be a factor.

LCCC cannot continue to plan the entire event. However, they are willing to be an umbrella organization for a group of artists wanting to continue the tour, providing every effort to “break even” is made.

LCCC is moving to a new website and the Arts on the Edge Studio Tour (AOTES) committee needs to decide whether to pay the price (substantial) to move the existing website for AOTES or create their own site. Tara Choate agreed to look at the existing WordPress site to see if it could be used for additional time. Krista Eddy will provide access.

Possible dates for the 2025 tour were reviewed. June was generally agreed to be a poor fit. In May the first and third weekends were available. The committee thought the 1st weekend (May 2-4) would work best.

Budgets from previous years were reviewed. The committee felt that some cost cutting from previous years may be possible, but an adequate marketing budget was essential. Tara Choate agreed to come up with a 2025 proposed budget.

EXPENSES	
LCCC Staff Costs	\$ 1,600.00
Marketing	
Oregon Coast Today	\$ 1,200.00
Facebook	\$ 500.00
Booklet	\$ 2,000.00
Bookmark	\$ 500.00
Website	\$ 100.00
Food / Coffee	
Gift Certificate	\$ 500.00
EXPENSES	\$ 6,400.00
INCOME	
Grant	\$ 1,000.00
Artist Fees	\$ 5,000.00
Tara Choate	\$ 200.00
Maria Sund	\$ 200.00
Karen Gelbard	\$ 200.00
Nora Sherwood	\$ 200.00
* Nora's neighbor *	\$ 200.00
LCCC	\$ 300.00
ASA	\$ 300.00
calendar 8	\$ 200.00
calendar 9	\$ 200.00
calendar 10	\$ 200.00

calendar 11	\$ 200.00
calendar 12	\$ 200.00
12 additional artists	\$ 2,400.00
Sponsorships	\$ 500.00
INCOME	\$ 6,500.00
RESULT	\$ 100.00

Karen Gelbard was interested in the idea of producing a fundraising calendar to ensure the budget was met. The first twelve artists to commit (and pay) would be in. Committee agreed to look at idea.

Calendar	
Charge = \$10 and sell 500	\$ 5,000.00
Cost (Printing Center USA)	\$ 1,575.72
Other Costs (shipping?)	\$ 1,000.00
Profit	\$ 2,424.28

Break even at 157 calendars sold (<https://www.printingcenterusa.com/printing/calendar-printing>)

The group discussed encouraging “clustering” of artists as well as geographically limiting the tour. No decisions were made, but the group did think a spring meeting about expectations would be a good idea.

Approximately 100 artists have been “on the tour” since 2017. Finding a total of 24 would be a bare minimum to continue.

Additional efforts for sponsorships could be investigated.

Meeting lasted approximately 1.5 hours. Group decided on next meeting with action items identified.

Next Meeting: August 7 at 10am at LCCC.