



**Photography Club of Sun City Hilton Head
Leadership Team Meeting Minutes
March 30, 2022—2:00 p.m.
(Held in Studio)**

In Attendance: Board Members: President Jim Smith, Past President John Burrack, Vice President Stan Holz, Treasurer Everett Denning, Secretary Barbara Reeves.
Committee Leaders: Bob Ricketts & John Hock (new Chair), Competitions; Sophia Schade, Programs and PR; John Rhyan, Membership; Corky Burt, Studio Manager; Rich deAsla, Photo Services; Chuck Thomas, Webmaster; Alice Surette, Exhibits; Mike Laferriere, Field Trips; Leslie Joseph & Melanie Frank (new Chair), Creative Visions.

Absent: Education Chair Dale Methven

Jim opened the meeting and welcomed all.

STANDING LEADERSHIP REPORTS

Minutes

The minutes from the February 3, 2022 Leadership Team meeting were reviewed by Team members via the website. There were no additions or corrections. Stan moved to approve the minutes and Everett seconded the motion. The minutes were approved as written.

Treasury

Everett Denning presented the Treasury Report (See full report attached). Comments on the report included that the Creative Visions expenditure seemed large. There was some discussion about expenses vs income for Creative Visions. Everett will talk to the treasurer of the All About Art Club to work out any discrepancies.

There will be an audit of the Club's account on April 18. Everett will meet with George Newman, the previous Treasurer, next week before the audit. Everett, John Burrack, George, and Jim will meet with the auditor. Everett will be the main point of contact with the auditor.

Competitions

The transition of Committee Chairs from Bob Ricketts to John Hock is nearly complete. John indicated that Bob has provided good support in this process and said that Bob deserves our thanks for holding together the competitions during challenging times.

The Competitions Committee is engaged in developing the 2023 Competition themes and preparing for a return to in-person meetings.

Jim reminded John Hock that talks regarding Tri-Club competition need to continue within the Committee. Jim asked John to come back to the Board soon with recommendations regarding our Club's participation in this competition. There may still be issues that need to be worked out, however, before we decide to participate. Jim pointed out that if the Club does decide to participate next year, several decisions will need to be made, e.g. a room request would need to be submitted if we are to host; the April meeting might be used to prepare for Tri-Club; we may want to have only one meeting in May, the Tri-Club competition, rather than a monthly meeting in addition.

Programs

Sophia presented the schedule for in person vs Zoom meetings. Next fall, September through November will be in person; December through February will be via Zoom. March will be in person, April via Zoom, and May in person.

Sophia pointed out that the advantage of Zoom sessions is that they provide an opportunity to engage high end photographers/speakers. However, she pointed out, our own members can give good presentations as well, as shown in March's meeting, which was very well-received. We could possibly have presentations by some of our own members at two monthly meetings.

Some things in the works: Robert Rommel will be the speaker in September, and, for November, we will have Jamie Anderson, the owner of Coastal Georgia Prints, and a photographer focused on Night Photography.

Education

Jim presented highlights from the Education report in Dale's absence, including a recap of the Winter Session classes and a summary of the numbers for the Spring Session. He also pointed out the need for more volunteers, especially instructors and assistants in the Fundamentals class. (See full report attached).

Membership

John Rhyan reported that there are currently 377 members in the Club, including 93 new members. 240 have signed the waiver so far. John was asked if there is a way to get a list of those who have signed waivers and those who have not. He indicated that a Committee Chair can request from him a copy of the membership list that indicates that information.

Studio Manager

Corky reviewed the timeline for the Studio renovations. Preparations will begin on Friday, April 1, a clean-up day, when decisions will be made about what should be kept and what would be given away on Saturday, April 2, from 9 to noon. Work on the Studio will begin the next week and last through the month of April.

He highlighted the many renovations that will be made, including additional electrical outlets for charging; overhead pull-down electrical outlets in the center area; wires for the computers and printers placed under cabinets instead of on top. Workstations will

be reconfigured with space opened underneath computers for more knee and leg room. New seats that are more stable and have a back will be purchased. All walls and gallery panels will be painted. Chairs with deeper cushions will be added. Tables will be power washed to clean up grime that has accumulated. More surface area will be provided on the assembly table. The security camera is still to be discussed.

A question was raised whether the Studio and workstations would be ADA compliant. There was discussion about what would be needed to do that and some of the challenges it would present at the workstations. It was proposed that providing a wireless keyboard might be a solution.

The 3880 printer may be replaced since it is getting older, or another option is to buy a new one in addition to the current one. A question was raised about members being able to use their own laptops for sending to the printers. Rich explained that it is possible, technically, but they would need to have the printer drivers installed and know the IP address for the network.

Photo Services

Rich explained that there was one request to have a picture copied and improved, but the client then changed her mind about having the job done.

PR Communications

Sophia reported that all information has been submitted to *Sunsations* for June, July, and August.

Webmaster

Chuck reported that payments have been made for another year of service. Dale has updated all activities and slideshows. He called attention to the new Sunflowers screen showing support for Ukraine.

A suggestion was made about using Facebook as another source for Club information.

Exhibits

Alice thanked the Board for approving changes she proposed in the Studio exhibit guidelines. The new Studio exhibit is set to be installed May 2 with drop off from 10 to noon. Volunteers are needed to hang these photos. A reminder about submissions will be sent out to members on April 1.

Field trips

Mike presented an update on the Committee's work (See full report attached). There are several upcoming field trips and several in the works, including the first one to Harbor Island and a Savannah Architectural tour using the Old Town Trolley System. The Committee also plans to highlight some happenings in the summer where members can go out by themselves.

The Committee is also developing some things to provide more structure and an easier transition, including some planning tools and a field trip checklist so all are aware of the process.

The Committee will be putting out a call out for new members to get more people involved. Mike suggested that they might send an email to new members or meet with them to maybe solicit their participation.

This led to a discussion about the benefits of having the Club itself do this for new members, an orientation that would better introduce them to the Club and make them feel more welcome. It was suggested that maybe, after the remodel, there could be an open house in the Studio. Stan Holz agreed to lead up putting together and conducting an orientation session for new members.

AD HOC COMMITTEE REPORTS

Bylaws

John Burrack presented an update on the work of the By-Laws Committee (See full report attached). The Committee will use April and May to become more active. Some revisions to be discussed include virtual meetings, electronic voting, choosing to be a “budget-based club,” and adding another seat to the Board for a total of seven members instead of six.

The proposed revisions will be presented to the Board, and, if approved, submitted to Lifestyles for approval, and then to the Club general membership for a vote.

There was a question for John about the advantages of choosing to be budget-based. John highlighted some of the advantages, e.g., it can serve as a long-term planning tool, and it also may help with questions from auditors. It can provide protection as well, since, if funds are not allocated or reserved, they could possibly be taken by Pulte.

Creative Visions

Leslie presented a summary of the Creative Visions 2022 event activity (See full report attached). There were several positives, e.g., the name change seemed to work well given the quality of art works exhibited, the new pre-inspection process worked well overall, the reconfigured space allowed for more room, and more photos and paintings were sold than in 2020. There were numerous challenges, however, including a shortage of artists participating, a lack of effective leadership and volunteers in the Art Club, and a lack of information available from past years to inform this year’s process. Attendance also was down, possibly due to the name change or Covid.

Leslie presented to the Team the question about whether to hold the Event next year, or would it be better to have people resources deployed elsewhere in other activities. Consensus seemed to be that Creative Visions is an important event and should be continued, possibly with modifications. Discussion centered on how to

address the shortage of artists so that all photographers would be able to participate and how to provide enough leadership and volunteers so that the burden would not fall on Photography Club members alone. It was suggested that other Clubs such as the Stained-Glass Club be invited to participate as well since they have voiced an interest in doing so. Different categories of participation could be set up and have voting venues for each category. A suggestion was made to have a pre-show pairing to see how other art forms can be paired with photographs.

Stan moved and Everett seconded that Creative Visions should continue for 2023 and that contact should be initiated with the Stained-Glass Club to solicit their participation in addition to the participation of the All About Art Club. All Board members were in favor and the motion passed unanimously.

Melanie Frank will take the lead on this for the Photography Club, and John Burrack agreed to be on the Creative Visions Steering Committee with Melanie.

NEW BUSINESS

Charter Club Showcase

This is a new activity for the Community to be held on May 12. The intent is to have each club highlight their activities and provide demonstrations for the residents from 10 – 2. Jim proposed opening the Studio for demonstrations of printing, matting, etc. Corky volunteered to set up the Studio lighting for portraits. Other volunteers included Rich DeAsla, John Burrack, Bob Ricketts, Stan Holz, and Jim Smith.

Selling of Photos

Photos exhibited in the Studio are currently sold privately between photographer and buyer. There was discussion around the question of whether this should be a Club activity, with the Club paying the sales tax, or whether we should continue with the current method of individual transactions, where it's up to the individual selling to pay the sales tax. If this becomes the responsibility of the Club, several logistics need to be worked through, and a person is needed to take charge of setting up the process. Everett Denning volunteered to take charge of this project.

Next Meeting

The next meeting of the Leadership Team will be in August or September.

ADJOURNMENT

Stan moved & Everett seconded that the meeting be adjourned. The meeting adjourned at 4:30 pm

Respectfully submitted,
Barbara Reeves, Secretary

PCSCHH MONTHLY ANALYSIS (2022)

	JAN	FEB	MAR	TOTALS
CHECKBOOK				
BEGINNING BALANCE	13458.37	11884.20	11,872.19	
ENDING BALANCE	11884.20	11872.19	9,268.44	
DEPOSITS	7.50	1943.10	501.88	\$2,452.48
A/R			4,480.30	
A/P			135.60	
PAID EXPENSES				
STUDIO	739.25	131.52	245.27	\$1,116.04
CONTESTS	100.00	150.00	150.00	\$400.00
BADGES	36.00	0.00	31.50	\$67.50
CREATIVE VISION	14.96	1551.64	150.00	\$1,716.60
CV-PHOTO SALES		2124.40		\$2,124.40
OFFICE		142.44		\$142.44
ZOOM		215.56		\$215.56
SALES TAX	7.70	0.00		\$7.70
AWARDS	2075.00	0.00		\$2,075.00
	\$2,972.91	\$4,315.56	\$576.77	\$7,865.24
CAM CARD BILLING				
CLUB DUES	250.00	390.00	120.00	\$760.00
CLASS FEES	7.50	22.50		\$30.00
STUDIO	244.38	678.45	205.96	\$1,128.79
CV-HANGING FEES		696.00		\$696.00
CV-PHOTO SALES		1820.00		\$1,820.00
	\$501.88	\$3,606.95	\$325.96	\$4,434.79
EVENTBRITE				
TICKETS			115	115
GROSS			825.00	\$825.00
NET			547.39	\$547.39

Education Committee Report March 30, 2022 Dale Methven

1. WINTER SESSION RECAP

a. 24 classes, 14 instructors, 113 seats sold; 3 sold out (FDW, mat, DeNoise)

2. SPRING CLASSES

a. 15 classes including 2 Fundamentals 100, 1 Fundamentals 200. 10 instructors, 37 registrations. 1 Matting class sold out.

3. FUNDAMENTALS

a. Shortage of instructors for Fundamentals 100. Need to keep program alive and healthy. Invitational to show potential teachers the prepared curriculum. Advertise need for instructors and assistants to PCSC members.

4. TABLE SHOOTS

a. Ballroom setup with tables of subjects to shoot. Multiple stations with volunteers to assist. CLIC members to assist. Looking for space.

5. WALKABOUTS

a. Need volunteers to lead. Share responsibility with Trips Committee once the Committee gets organized under new Trip Leader Mike Laferriere. Market via Happenings, President email, website.

6. MENTOR PROGRAM OVERVIEW

a. Given the priority for recruiting Fundamentals' instructors, this idea was tabled.

Field Trip Committee Report

Field Trip Updates

- Several Field Trips are scheduled or in the planning process
 - Harbor Island on April 4th
 - Savannah Architectural Tour - the week of April 17th (TBA)
 - Fort Jackson and Fort Pulaski - late April/early May. (TBA)
 - Magnolia Plantation - Charleston - early May (TBA)
 - Huguenot Park and Fernandina FL -mid to late May/early June (TBA)
 - Evaluating Field trips for the June thru August
- **Field Trip Committee Planning Documents**
 - Developing/Creating the following planning tools:
 - § **Field Trip Planning Calendar** to document annual, seasonal, migrational and other events/festivals occurring throughout the year. This is to assist the committee in the planning of future field trips.
 - § **Field Trip Planning Checklist** is to document the field trip process for the current and future committees and field trip leader with all the information needed when planning and leading a field trip.
- **Field Trip Committee**
 - Plan to add 3-4 new members to the committee in addition to the current committee.
 - Plan to send out a call to the membership for volunteers
 - Ask all members, especially new members to volunteer and get involved in the field trip committee
 - Send out the Listserv email the week of April 4th
- **Registration Google Form Document**

- Thanks Dale Methven in recreating/updating the current form
- Mark Davis (Computer Club) assisted in clarifying key aspects of Google Docs.
- Form was updated to add in the Liability Waiver Statement.

2022 PCSC By-Laws Update

2022-03-30 – Leadership Team Meeting Report

By-Laws Review Committee: Gracene Peluso, George Newman & John Burrack, Chairman

In January President Jim Smith appointed the 2022 By-Laws Review Committee with the following stated expectations:

- They should be no more restrictive than the Community Association requires through its Guidelines and templates. We can do more if we want to, but we don't need to tie ourselves up with self-imposed requirements that are not otherwise required. As an example, we should commit to "regular meetings" in the Bylaws but not "monthly meetings." The former is a requirement of the Community Association; the latter is a self-imposed requirement that we could want to change depending on circumstances.
- The Bylaws should be permissive as opposed to being restrictive.
- One big change that has occurred since the Bylaws were last revised has been the move toward more virtual meetings, online discussions, and online voting. The Committee should take that into account to ensure that the Bylaws provide all the necessary permissions for being able to operate that way when we need to.

In addition, I have the following items for potential changes for the committee to consider:

- Budget based resource accounting. A Budget is a long range planning tool that enables the involvement of the whole membership in the management of Club monetary and physical assets. In short the BoD and Leadership Team would prepare an annual budget for presentation and acceptance by the membership regarding income, expense and asset management.
- Increasing the size of the BoD by at least 1 elected member to 6 elected positions plus the immediate Past President. Suggestion is adding "Programs Director" along the same lines as the "Education Director" position. An alternative would be to elect 2 "At-Large" members replacing the current "Education Director" seat.

We are open to suggestions from the Leadership team of any other changes we might consider are welcomed at this time.

Thank You.

John Burrack, By-Laws Committee Chairman

Creative Visions 2022

2022 Highlights

Sent a survey to members of both clubs to determine if there was any interest in including other clubs in the annual show.

- Not a lot of interest in changing the show format.
- Some current participants would only participate if format remained unchanged.

Changed the event name from Double Vision to Creative Visions to encourage artists to go beyond a copy of the photo.

Created a Mission Statement to reflect the new name.

- New focus made the pairs more interesting.
- General feeling that the pairs were at a higher level.
- But some in the AAA club didn't want to participate because they only like to copy a photo.

Detailed Committee Descriptions were prepared for the Steering Committee as well as each individual committee this year.

- Steering Committee was a little bit of a challenge since AAA had Co-Presidents.
- Committee chairs were asked to update the descriptions. Currently about half have been updated.
- Each chair also was asked to provide recommendations for improve the show.

Changed room configuration:

- Lifestyles allowed us to use the lobby for check-in and the opening reception.
- That allowed us to spread out the panels more in the carpeted area.
- Utilized the dance floor for awards so that everyone could have a seat.

Instituted a new pre-inspection process for frames.

- Some push back from photographers and artists.
- Overall, there were fewer frames that needed "fixing" at check in.
- Need to have a scale next year to check weight – several frames were too heavy.

Had an Artist only reception based upon feedback from prior years.

- The reception was well attended, and we had positive feedback

45 Pairs of Photographers/Artists participated vs a maximum of 60 possible pairs. (Limited due to number of panels.)

- Three artists did 2 paintings since we had more photographers sign up vs artists. (Note: one painter dropped out due to Covid.)

Attendance was down vs 2020 – 1,593 ballots vs 2,400 in 2020.

- Possibly due to Covid?
- Possibly due to name change?
We think more photos/paintings were sold vs 2020, but there are no records for 2020 sales. 2022 sales: 20 photos were sold for \$2,710
10 paintings were sold for \$2,135
\$730 net loss on the event split between the two clubs (\$365.32 each)
- Hard to compare vs prior years since many expenses weren't captured.
- General feeling is this was on par with prior years. Of the 14 committees, 9 were headed by PCSC members.
- It was a challenge to get AAA volunteers to head committees, but they did volunteer to help on individual committees.
- Several committee chairs will need to be replaced next year.
- Chair for setting up/taking down the panels quit right before the show.
Wrap up meeting with committee heads yielded a list of suggestions for the next show that will be shared with the 2023 Steering Committee.

Discussion:

Is Creative Vision worth the effort of our club? Or would our resources be better deployed somewhere else?

Positives:

- Allows our members one time a year to receive recognition for their photos.
- Allows our members a chance to sell their photos.
- Publicity for the club.
- Potential to recruit new club members.

Negatives:

It's a lot of work to put on an event this size.

Having a self-directed committee run the event is a challenge.

The AAA club has two co-presidents which didn't work well last year.

The vast majority of the planning and actual work to put on this show falls to PCSC members.

The AAA club leadership is not completely "sold" on the idea of Creative Visions.

We had photographers who could not participate since there weren't enough artist volunteers