



**Photography Club of Sun City Hilton Head  
Leadership Team Meeting Minutes  
November 2, 2022—7:00 p.m.  
(Held in Studio)**

**In Attendance: Board Members:** President Jim Smith, Vice President Stan Holz, Treasurer Everett Denning, Secretary Barbara Reeves, Education Chair Dale Methven.

**Committee Leaders:** Sophia Schade, Programs and PR; Julia Parrish, Membership; Corky Burt, Studio Manager; Chuck Thomas, Webmaster; Mike Laferriere, Field Trips; Melanie Frank, Creative Visions.

**Absent:** Past President John Burrack; John Hock, Competitions; Mike Fratkin, Membership; Rich deAsla, Photo Services; Alice Surette, Exhibits.

Jim opened the meeting and welcomed all participants.

## **STANDING LEADERSHIP REPORTS**

### Minutes

The minutes from the September 7, 2022 Leadership Team meeting were reviewed by Team members via the website. There were no additions or corrections. Dale moved to approve the minutes, and Stan seconded the motion. The minutes were approved as written.

### Treasury

Everett Denning presented the Treasury Report, which is a 10-month analysis. (See full report attached for details). Beginning balance in January was \$13,458.37, and the ending balance as of October is \$5,506.87.

After some questions regarding line items, Everett clarified that the report is a consolidation of multiple categories rather than a complete report of all income and expenditures. A suggestion was made that perhaps annotated footnotes might help clarify some of the line items.

Another question was raised about the possibility of using CAM cards for class registration instead of having to use credit cards on Eventbrite, which would be a savings for the Club because a portion of all registrations now goes to Eventbrite. Julia will investigate the possibilities of setting up a separate system of registration where CAM cards can be used.

### Programs

Sophia reported that all speakers have been confirmed through May 2023 (See list of speakers and dates attached). She is currently working on speakers for the fall of 2023.

Sophia alerted members of the Leadership Team that for \$5 one can sign up at Wild Birds Unlimited for a 2 hour walk with a professional every other Tues & Sat. On Wednesday, Dec 7, there will be a tour at Fish Haul beach.

This will be Sophia's last meeting with the Leadership Team as she is stepping down as Program Chair. A search for a replacement has begun.

### Education

Dale presented the report for the Education Committee (See full report attached). There were 32 classes this fall, seven of those being new. Six classes were cancelled due to low enrollment. The new Post Processing Workflow class proved difficult to facilitate and will not be offered again.

Eight classes are confirmed for the winter session, with three new instructors and two new classes.

The Education committee is hoping to generate some additional shooting opportunities, such as guided walking tours and scavenger hunts.

Dale wants to encourage members to wear their Club badges during shooting opportunities or submitting to publications to give the Club more visibility.

A suggestion was made to develop a library of YouTube videos by Club instructors as an additional way for members to access learning opportunities.

### Membership

Julia presented the report on membership. Total membership is 410. There have been 31 new members added since June 2022, 21 of those in October alone. The membership roster has been updated with 2022 and 2023 renewals. Renewal reminder emails will go out in December and January, and any member who does not renew by the end of January 2023 will be purged from the membership list and list serve. There is a plan to reconcile the list serve to ensure it matches the membership roster. An up-to-date membership roster will be automatically emailed to certain members each month, e.g. the committee chairs of Field Trips, Education, Competition, as well as the Treasurer and list serve coordinator. However, only the Treasurer's copy should have the CAM numbers visible. (See full report attached for additional details.)

A question was raised about the possibility of the membership roster identifying new members so that certain Committee chairs would be able to reach out to them. Membership starting dates also would be helpful. Julia said that it would be feasible to highlight new members in the roster. However, it would be difficult to get the start date for the majority of members, so Jim agreed that adding the year that they renewed would be beneficial.

### Studio Manager

Corky Burt summarized all the renovation that has been completed on the Studio as well as the new purchases that have been made, including two new computers to support editing and printing and the new Epson P900 printer for small 4X6 formats and up to 16X20 prints. The new printer also has wireless capability, but the process for that is not seamless at this point. John Burrack is working on that. Eventually, certification classes will be required before members can use it. John Burrack and Rich DeAsla will be approached to offer several certification classes this winter.

Corky pointed out some problems that are arising with workstations not being shutdown properly or not used properly, especially with printing. He is recommending that the Club reinstitute the Studio sign in process to keep track of who is using the Studio and when. Julia will look at the laptop computer previously used for this to see how the most recent membership information can be aligned with it.

It was suggested that a YouTube video be made focusing on printing instructions for all the printers so that members will have visual instructions as well as printed. Sophia volunteered to explore this possibility. It was also suggested that in addition to taking a certification class, members would have to take a “practicum” exam to make sure they have the knowledge and skill needed to use the printers effectively.

Another suggestion was to have more help sessions, possibly even in the evenings, in addition to the Tuesday afternoon sessions, with volunteers who could be trained by Corky and John.

Corky made a final observation that the exhibit gallery in the Studio may not be safe for hanging or taking down photographs. He recommended that a committee be formed to come up with some creative alternatives to the present one.

#### PR Communications

Jim is taking over PR and communications from Sophia, who is stepping down from that position.

#### Webmaster

Chuck reported that membership renewal is now prominent on the Club website. He highlighted a problem that occurred when viewers tried to access the March winning photos, but it has been corrected. He is still looking for a helper to replace Dale, who is stepping down from that position. Jim sent out an email announcement to help recruit.

#### Field trips

Mike Laferriere presented an update on field trips – those that have been completed and those planned for the future. He outlined some lessons learned from the Smokey Mountains trip, which was successful. He listed several of the upcoming field trips planned through the summer of 2023 (See attached listing and full report).

A question was raised concerning how a nonmember accompanying a member on a field trip would be able to sign the Club waiver form. The field trip leader will have waiver forms that can be signed by the nonmember.

#### Creative Visions

Melanie Frank presented a comprehensive timeline for all activities related to Creative Visions 2023. (See full report attached). She clarified that 10% of sales go to Creative Visions, not the individual clubs. Volunteers will be needed for several of the activities, including distribution of marketing postcards and providing food for the reception.

It was recommended that she leave a stack of the postcards at the Book Exchange and in the Studio. Brochures about the clubs should be available at the Host table.

#### Orientation of New Members

Stan Holz reported that the next orientation session for new members will be held on November 30 in the Studio from 10 – 12 and will be limited to 20 members. He already has a wait list long

enough for a second session, possibly in January. The purpose of the session is to welcome new members and provide information about the Club, shared by several Club leaders. Mentors may be assigned 5 new members as a follow up in case they have questions.

It was suggested that speakers at the orientation emphasize the importance of volunteering as a Club responsibility.

#### Photography Sales

See Treasurer Report attached.

### **AD HOC COMMITTEE REPORTS**

#### Bylaws Review

John Burrack had no new report on this Committee.

### **OLD BUSINESS**

#### December General Meeting

Jim gave a summary of all activities planned for the December General Meeting on December 13, including a description of the competition ribbons and prizes, the presentation by Sophia on her trip to Africa, refreshments, and timeline of the events. (See complete details attached.)

He clarified that there will be two tickets given out: Only paid members will get raffle tickets, and they must be present to win. Ice cream tickets, however, will be available to all.

#### Next Meeting

The next Leadership Team meeting is scheduled for January 4<sup>th</sup>.

### **ADJOURNMENT**

Everett moved & Dale seconded that the meeting be adjourned. The meeting adjourned at 9:10 p.m.

Respectfully submitted,  
Barbara Reeves, Secretary

PCSCHH (10) MONTHS ANALYSIS (2022)

CHECKBOOK	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	TOTALS
BEGINNING BALANCE	13458.37	11884.20	11,872.19	9,268.44	12,312.74	12,106.00	12,064.37	8,287.47	8,036.14	6,897.16	
ENDING BALANCE	11884.20	11872.19	9,268.44	12,312.74	12,106.00	12,064.37	8,287.47	8,036.14	6,897.16	5,506.87	
DEPOSITS	7.50	1943.10	501.88	3,895.47	691.28	937.71	673.00	587.72	935.32	977.18	\$11,150.16
Service Charges								32.95			\$32.95
Equipment Sales									404.00		\$404.00
A/R			4,480.30	615.62	658.83	462.72	766.54	673.54	946.28	3806.08	
A/P			135.60		25.00	5.46	49.38	58.98	63.33	50.13	
CHECKS (NOT CLEARED)				788.06	350.00	25.00	43.58	115.08	100.00	382.22	
<b>PAID EXPENSES</b>											
STUDIO EQUIPMENT				480.45	284.96	462.80	3,013.14		1,497.77		\$5,739.12
STUDIO SUPPLIES	739.25	131.52	245.27				676.26	695.70	84.98	871.66	\$3,444.64
CONTESTS	100.00	150.00	150.00	350.00	175.00				100.00	184.57	\$1,209.57
BADGES	36.00	0.00	31.50	31.50		81.00		31.50		31.50	\$243.00
CREATIVE VISION	14.96	1551.64	150.00		-365.32						\$1,351.28
CV-PHOTO SALES		2124.40									\$2,124.40
1stSAT PHOTO SALES						85.54	773.62	150.40	376.47	785.37	\$2,171.40
OFFICE		142.44								217.34	\$359.78
ZOOM & INTERNET		215.56		429.48							\$645.04
SALES TAX	7.70	0.00		172.81			5.46			63.33	\$249.30
AWARDS	2075.00	0.00			25.00					496.32	\$2,596.32
	\$2,972.91	\$4,315.56	\$576.77	\$1,464.24	\$119.64	\$629.34	\$4,468.48	\$877.60	\$2,059.22	\$2,650.09	\$20,133.85
<b>CAM CARD BILLING</b>											
CLUB DUES	250.00	390.00	120.00	50.00	40.00	200.00		20.00		2,340.00	\$3,410.00
CLASS FEES	7.50	22.50									\$30.00
STUDIO	244.38	419.58	205.96	239.66	329.17	183.72	153.82	314.72	232.60	661.48	\$2,985.09
CV-HANGING FEES		696.00									\$696.00
CV-PHOTO SALES		1820.00									\$1,820.00
1st.SATURDAY SALES						79.00	150.00	35.00	173.00	399.00	\$836.00
	\$501.88	\$3,348.08	\$325.96	\$289.66	\$369.17	\$462.72	\$303.82	\$369.72	\$405.60	\$3,400.48	\$9,777.09
<b>EVENTBRITE</b>											
NET			547.39			266.88				170.96	\$985.23

**Competition Committee Report**  
**Photography Club Leadership Meeting**  
**November 2, 2022**

**COMPETITION RULES.** The committee is currently reviewing and revising as necessary the rules for monthly competitions. It is anticipated that work will be completed and ready for board approval prior to taking effect on January 1, 2023.

**PEOPLE’S CHOICE.** Final preparations for December’s “People’s Choice” competition are underway. Like last year, voting will be electronic. People’s Choice voting will be announced after the November winners are made known and incorporated into the ballot.

**AWARD RIBBONS.** Replacement ribbons for “People’s Choice” have been received. These include awards for Novice, Intermediate, Advanced and Expert categories as well as Best of Show. Ribbons for the new category “Photographer of the Year” have been ordered. They should be here before the end of October. All new ribbons have the full color photography club logo in the rosette. Norogala Ribbons gave us excellent and fast service. Recommend they be used again.

**ADDITIONAL COMMITTEE MEMBERS.** The committee is looking to replace two members that left early in 2022.

PCSCHH Programs Report  
Staff Meeting Nov 2nd , 2022  
Sophia Schade, Programs Director

## Report

1 – All speakers are confirmed through May 2023

MEETING	SPEAKER	TOPIC	STIPEND
11/8/22	Jamie Anderson	Night Photography	Zero - Sophia used her stipend when she talked to their club
12/13/22	N/A	People's Choice Award	N/A
1/10/23	Janice Kaskey	You know the basics now what? Where are you taking your Photography	\$150
2/15/23	John Barclay.	Dream, Believe - Create	\$250
3/14/23	Tom Mills Judge Albert Heacox.	Color Spectrum	\$0 \$100
4/11/23	Lisa Langell	Annual Critique	\$350
5/9/23	Sandy Dimke	How to plan a photo project	\$150

**1. FALL CLASSES**

- **32 classes** with **7 new** classes in direct response to members' requesting more post processing, and observation/seeing with new perspectives training
- 15 instructors, **1 new** instructor
- **7 classes sold out; 6 were cancelled** due low enrollment; **11 classes had lower enrollment** than in previous semesters
- **Post Processing Workflow for Beginners 5-part series** proved **harder to facilitate** than expected with **too many devices** which complicated the facilitation. Splitting the workshop into five individual sessions, meant scrambling each week to find volunteers with experience on devices for that week's class. Lots of time was spent **recruiting and confirming volunteers** to assist and revamping the teaching materials. Thanks to Freddi's and Sue's efforts, they made it work. However, based on Freddi and Sue's feedback, the **Post Processing Workflow for Beginners experiment did not work.**

**2. WINTER 2023 CLASSES**

- 8 classes confirmed, including 2 LR mobile
- 3 new instructors, 2 new classes

**3. GENERATING SHOOTING OPPORTUNITIES**

- **guided walking tours** with educational tips prior to local areas shoot and a critique on a subsequent session in studio. The outings would be scheduled in Eventbrite.
- **scavenger hunts**
- encourage members to **wear their PCSC badge** when they are out shooting in Sun City as a way to promote PCSC. Additionally, whenever sending pictures to Sun City publications, ask that they **credit the photographer as a member of PCSC.**



## PCSCHH Membership

Membership status a/o 10/30/2022

	2023	2022	2021
Total Membership	410		
Not Renewed	255	183	72
Renewed	155		

- ☐ Membership Roster has been updated with 2022 and 2023 renewals
  - ☐ 155 members have renewed for 2023
  - ☐ 183 renewals from 2022 have not renewed for 2023
  - ☐ There is no record of 75 renewals in 2022 – 3 have renewed for 2023
- ☐ Proposed plan:
  - ☐ Send a renewal reminder email in December - January
  - ☐ Any members not renewed by end of January 2023 will be purged from the membership list and the list serve
  - ☐ Reconcile list serve to ensure it matches the membership roster
- ☐ New Members
  - ☐ 31 new members since June 2022
  - ☐ 21 new members in October - 18 since phone seminar
- ☐ Extract to Treasurer has been automated to email on the 25th of every month with registrations from the 25<sup>th</sup> of the prior month to the 24<sup>th</sup> of the current month
- ☐ Membership roster email in pdf format automated to email the 1<sup>st</sup> of every month
  - ☐ Distribution: Jim Smith, Gracene Peluso, Rich Matheny, Everett Denning, Tom Lehrer

**PCSCHH Leadership Committee**  
**Field Trip Committee -Michael Laferriere**  
**November Report**

There were four field trips on the schedule for September and October with one being rescheduled.

- Myrtle Island (Completed)
- Chapel of Ease and the Old Sheldon Church Ruins (Completed)
- Darien Shrimp Boat Fleet at Dawn and the King George Fort (Rescheduled to December)
- **The Great Smoky Mountains (Completed)**

**The Great Smoky Mountains 10/17-10/20**

There was a good response to the field trip, with 18 members registering and 11 members ultimately going to the Smoky Mountains. Photo shoot locations included but not limited to:

- Cades Cove to capture the fall colors and historic buildings
- Mingus Creek Grist Mill
- Oconaluftee Visitor Center to photograph the Elk
- Milky Way photo shoot at Waterrock Knob on the Blue Ridge Parkway
- Tom's Branch Water Falls in Bryson City
- Blue Ridge Parkway for the fall colors and the vistas
- Pearson's Waterfall . This was an optional location that most stopped to photograph.

The weather was cold, especially at night (20° F) for the Milky Way photo shoots. But the cold weather provided the group with opportunities to capture dramatic mountain top scenes of the frost on the trees.

**Lessons Learned/Potential Changes**

- Schedule the trip 1-2 weeks earlier. But this could result in missing the fall colors.
- Change to a more central location for the hotel.
- Recommend to travel on the Blue Ridge Parkway on the return trip. The views were stunning.

**Upcoming Field Trips in November/December**

- Savannah River Street and Ships in the Channel (evening) Date TBD
- Darien Shrimp Boat Fleet at Dawn and the King George Fort: 3<sup>rd</sup> week in December – Date TBD

**Field Trip Summary**

The following is a summary of the field trips from September 2022 that have been completed, scheduled, rescheduled or are potential trips thru; July 2023. Field trips on the list are subject to change

2022			
MONTH	DATES	VENUE	Comments
September	9/12	Myrtle Island Sunset	Completed
September	9/26	Chapel of Ease & Old Sheldon Church	Completed
October	10/17 - 10/20	The Smoky Mountains	Completed
November	11/22 - 11/23	Milky Way	Rescheduled to the spring/summer 2023
<del>November</del>	<del>TBD</del>	<del>Antique Equipment Demo</del>	Removed
November/ December	TBD	Savannah River Street & Ship Traffic	Evening Photo Shoot Date TBD
December	TBD	Darien Shrimp Boats/Area Sunrise	Rescheduled
2023			
January	01/16 - 01/20	FL Wetlands/FL Space Launch/ St. Augustine Alligator Farm	Week of 01/16/23
February	02/04 - 02/05	Wormsloe Colonial Faire & Muster	02/04/23
February/ March	TBD	Angel Oak Tree	Permit required Cost TBD
March	TBD	Magnolia Plantation	Group Discount for 15 or more
April	4/22	Blue Angels MCAS Beaufort	4/22-4/23 Dates are per the website
April/June	TBD	Milky Way Tybee Island	
May	May	Swan Lake	
June/July	TBD	Lavender Fields / Swan Lake	\$50/hour fee for Photographers to reserve the field for photoshoots. No charge when open to the public.
June/July	TBD	King George Lavender Farm & SC Back Roads	May arrange for a special event for an early morning photoshoot for the field trip for fee.

### Field Trip Committee

The Committee Meeting is planned for Week of November 10<sup>th</sup>

**TIMELINE-CREATIVE VISIONS 2023**  
**October 30, 2022**

<u>DATES</u>	<u>ACTIVITY</u>	<u>RESPONSIBILITY</u>	<u>LOCATION</u>
Jun 6, 22	Send Reservation form To Lifestyles	John Burrack	Online
June 7, 22	Steering Committee Meeting with Glass crafter Club	Linda and Melanie	Kate's
August 2, 22	Initial Steering Comm Meeting	Linda and Melanie	Linda's
ON-GOING	Sponsorship Requests	Steering Committee	
August 29, 22	Steering Comm with Committee Chairs Meeting	Linda, Melanie and John	Riverbend Lodge 7-8:30 pm
1 <sup>st</sup> week Sept	CV 23 Invitation sent for Participant registration	Club Presidents	Online
2 <sup>nd</sup> week Sept	Send reminders for CV 23 Registration/ encourage Members to participate	Club Presidents	Online
September 22,	Pairing Night	Linda and Melanie Pat Wilund	Magnolia Hall 7p.m.
Oct 22-Feb '23	Pre/Post Publicity- Newspapers and SCTV	Sophia Shade	ONGOING
Nov 7 '22	Steering Comm. with Committee Chairs Meeting	Linda, Melanie and John	Riverbend Lodge 7p.m.
Dec/January	Sunsation's Ad	Sophia Shade	Online
1 <sup>st</sup> week Dec '22	Sign up for Hosts	Diane Braydon	Online
1 <sup>st</sup> week Dec '22	Online sign up for Portraits	Jim Wilson	Online
1 <sup>st</sup> week Dec '22 2nd week Dec '22 Studio	Order Posters and Postcards Photo Shoots/schedule times	Melanie Frank Corky Burt	Photo

2 <sup>nd</sup> week Dec '22	Online sign up for Wall tag info, Bio, price, etc	Ann Rotunno	Online
1 <sup>st</sup> week Jan '23	Hang Banners up to 4 weeks Prior to event	Melanie and Kate	
1 <sup>st</sup> week Jan'23	Posters and Postcards to Lifestyles and Clubs	Melanie Frank	
2 <sup>nd</sup> week Jan '23	Registration instructions sent To all Participants	John Burack	Online
2 <sup>nd</sup> week Jan '23	SCTV Interviews 8 am	Sophia Schade	SCHH TV
2 <sup>nd</sup> week Jan '23	Host Training	Diane Braydon	TBD
2 <sup>nd</sup> week Jan '23	Cashier Training	Marianne Bruno	TBD
Thursday, Feb 2nd	Set Up Panels	Art Club Crew	Ballroom
Thursday, Feb 2nd	Registration of Entries/Take In Day	Kate Mace Linda Grady	Pinckney Hall
Thursday, Feb 2nd	Set up Crew Hanging/staging all entries	Art Club Guys Nancy Hall	Pinckney Hall Pinckney Hall
Event Dates:	Friday, Feb 3 <sup>rd</sup> from 9am-9pm Opening Reception 6-9pm  (Open to all SCHH Residents)  Saturday, Feb 4 from 9am-9pm  Sunday, Feb 5, 2023 from 9am-12 noon (VOTING)	Susan Lang	Pinckney Hall  Ballroom
Sunday, Feb 5	Take Down 12:10pm	Art Club Crew	Ballroom
Sunday, Feb 5	(Pick up entries <u>after</u> Awards) 1:40 -2:30 pm	Nancy Truman	Ballroom
Sunday, Feb 5	Ballots/Awards	Pauline Oliver	Pinckney Hall
“ “	Awards Ceremony 1:00 p.m.	Steering Committee	Stage

(OPEN TO COMMUNITY)

CLOSE OF EVENT!!

Mar 23 '23	Recap Mtg - (All) Steering & Comm.Mtg	Melanie & Linda
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## December General Meeting

### Competition Ribbons

There will be five ribbons given out this year as follows:

- 4 People's Choice ribbons (one in each category for Novice, Intermediate, Advanced and Expert)
- 1 Best-in-Show ribbon

### Prizes

The Board originally approved spending up to \$850 for prizes. The following prizes total \$598.

- **Best-in-Show Prize:** 90 Minute Photo Review Session of 10 of the winner's images with Lisa Langell -- Cost \$169
- **Other 3 People's Choice Winners:** 1 Year Membership in the Photographic Society of America (PSA) -- Cost \$65 each for a total cost of \$195
- **Door Prize No. 1:** 90 Minute Photo Review Session of 10 of the door prize winner's images with Lisa Langell -- Cost \$169
- **Door Prize No. 2:** 1 Year PSA Membership -- Cost \$65
- **Door Prize No. 3:** *Another Day Not Wasted* by Guy Tal (photographer and writer). This is a book of essays on the subject of photography. Book is donated by me (I accidentally bought it twice) -- Cost \$0

### Ice Cream

Ice cream is charged at \$6 a cup with a 50 cup minimum. Estimating 125 cups brings the total cost for the ice cream to approximately \$750. We will control this by giving out only one ticket per person and collecting the tickets at the ice cream cart to ensure that no one goes back for a second cup. While we plan to only give door prizes to club members, I'm thinking we should give an ice cream ticket to anyone who comes to the meeting. That way if a club member brings a guest or if someone shows up wanting to learn about the club, we won't turn them off by saying they can't have any ice cream. I would expect only a minimal number of such cases might occur. If anyone objects, let me know.

### Order of Events

6:00 to 6:15 pm -- Volunteers get trained and set up

6:15 to 6:30 pm -- Volunteers ice cream social

6:30 to 7:00 pm -- Check in members for the meeting -- members get ice cream -- members view competition prints on back table

7:00 to 7:20 pm -- My announcements and thank you's to the club volunteers

7:20 pm to 7:45 pm -- Sophia's Presentation on her Trip to Africa

7:45 pm to 8:00 pm -- Announcement of the People's Choice and Best-in-Show award winners and associated prizes

7:45 to Conclusion -- Door prize drawings