



**Photography Club of Sun City Hilton Head
Leadership Team Meeting Minutes
September 7, 2022—7:00 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, Education Chair Dale Methven.

Committee Leaders: John Hock, Competitions; Sophia Schade, Programs and PR; Mike Franklin, Membership; Corky Burt, Studio Manager; Rich deAsla, Photo Services; Chuck Thomas, Webmaster; Alice Surette, Exhibits; Mike Laferriere, Field Trips; Melanie Frank, Creative Visions.

Jim opened the meeting and welcomed all to the first meeting of the fall semester.

STANDING LEADERSHIP REPORTS

Minutes

The minutes from the March 30, 2022 Leadership Team meeting were reviewed by Team members via the website. There were no additions or corrections. Alice moved to approve the minutes, and Everett seconded the motion. The minutes were approved as written.

Treasury

Everett Denning presented the Treasury Report, which is an 8-month analysis. The beginning balance in January was \$13,458; as of August, it is now \$8,287 (See full report attached for details).

Comments on the report included a question about the “Awards” charges, which Everett explained as the Amazon gift cards that were awarded to Club volunteers last January.

Competitions

John Hock presented an update on the Competition Committee’s work (See full report attached). A combination of digital and print competitions is now in place, and competition rules have been revised accordingly. The Competition Committee is recommending that there be no Tri Club competition at this time.

Fine tuning of Google Docs is underway for keeping a record of competition points. John recommended that the ribbons and labels currently stored at his house be stored at the Studio. Disposition of old records is a question.

The Committee proposed that, given the limited space in the Studio window, only first place photos be displayed in the window at 11 X 14. Other winners would be exhibited in the Studio. Several alternatives to that proposal were discussed, and consensus seemed to center on the alternative proposal that winning photos all be displayed in the window but only mounted, not

matted or framed. That would allow room for first place winners to be displayed as 11 X 14 and others as 8 X 10. It was also agreed that winners would not be charged for the printing of their photos to be placed in the Studio window.

An additional recommendation was made that some signage with the Club web site address be displayed in the window as well and some brochures placed outside.

Programs

Sophia reported that the balance of programs for 2022 is secured and everything on the calendar is correct.

She has secured speakers for Jan, March, and April and is working on February and May.

Education

Dale presented the report for the Education Committee (See full report attached). She has organized and backed up all electronic files on an external hard drive and hopes to upload everything to the Cloud eventually.

Regarding the fall semester, registration for new classes in September is underway and has been a bit slow in the beginning. A new offering, developed by the Curriculum Committee, is a new 5-part Post Processing Workflow class for beginners in response to survey results from last spring. On September 25, classes for October and November will be available on Eventbrite. A suggestion was made regarding a flat fee for several classes vs a per class fee.

Membership

The new chair of Membership, Mike Fratkin, reported that he is working on getting the Club list serv emails up to date and reconciling membership numbers for an accurate count. If anyone notices any discrepancies or hears of a discrepancy, please send the correct information to Mike. He suggested that it would be best if the whole membership process could be automated to avoid these problems. There was a suggestion to contact the Computer Club to see how they work their large membership process.

It was recommended that, with new membership and renewals starting October 1 for the new calendar year, the membership signup form on the website be updated with correct dates, which currently are 2020-2021, or taken down and, in its place, explain how the new membership process works.

There was discussion about alternative dates for new membership sign ups and how that process would work. Dale moved that the Board come to a decision about how new membership should be handled. Barbara Reeves seconded the motion. It was recommended that the Club find out how most clubs are working new membership. The motion carried.

Studio Manager

Corky Burt began his report by thanking the members of the Committee who assisted with the Studio Renovation project: Kate Crowley, Bob Ricketts, Gracene Peluso, Leslie Joseph, and Rich deAsla. Based in part from input from the membership, several improvements have been made, including a major "house cleaning" of the Studio; painting of walls and refinishing of the floors; additional electrical improvements; and new furniture, computers, and printers. The

equipment purchases were voted on and approved by the Executive Board and then approved by Lifestyles during the summer.

The workstations were also reconfigured for more comfort. (See full report attached for additional details)

Corky commended the Community Association management leadership, who were not only involved in the process, but helped facilitate and encourage it as well.

Photo Services

Rich deAsla provided the summary of requests for photo services. One small wedding was done by Corky, and Rich handled a small family photo shoot on the beach.

Jim Smith added that he had a request from the Chorus Club for a photo shoot next week.

PR Communications

Sophia is working on PR for Creative Visions and will be doing the same for the Phone User event for nonmembers on October 10 as soon as John Burrack provides additional details for the event.

Webmaster

Chuck Thomas presented some updated analytics on the Club website, including number of site visits, the top 10 pages visited, and the top 10 locations from which it was accessed. (See full report attached for details) In general, the website is doing a good job of attracting people to the Club.

The For Sale page is underutilized – nothing on it at this point. He is considering taking it off the top banner and putting up something of more interest to members or potential members.

There was a suggestion that the website address be put on all correspondence.

Exhibits

Alice Surette presented an update on the Studio exhibits. The current exhibit was put up the 1st of May, and she proposed that the next one be done on Monday, November 7 from 10:00 – 12:00. She emphasized the need for some volunteers to help with hanging.

A question was raised as to why the Studio exhibits are only being done semiannually instead of quarterly. Alice reminded everyone of the difficulty not only of getting volunteers to help hang the photos, but also getting Club members to submit photos to exhibit.

Field trips

Mike Laferriere presented an update on the Field Trip Committee. Three members of the Committee have stepped down, but new volunteers are being recruited and have been invited to the next Committee meeting on the 29th. The Committee has started the process to organize for more efficiency and to help members become more involved in the planning, support, and operation of the Committee and field trips. Since there are a limited number of experienced field

trip leaders, the Committee has as a goal to expand the number of leaders and provide the training, tools, and support that would be needed. Included in this would be guidelines on roles and responsibilities for field trip leaders before, during, after field trips whether short trips or multi-day trips.

Mike also presented a summary of proposed field trips for the remainder of 2022 and part of 2023. (See full report attached). Pop up local area trips are also a possibility. There are plans to send out a survey to members to learn what they would like in future field trips.

Creative Visions

Melanie Frank reported that they are right on track with the Creative Visions event in February. They have just finalized the last chairperson for one of the 14 committees. There currently are 4 glass crafters, 39 artists, and 45 photographers. Bill McKinnery will be the event photographer. Several new things are planned. A new award category has been created for the most creative interpretation. Also, it has been proposed that if a photograph is not for sale, an interested party could purchase a print instead. Also, on Friday morning of the event, a typically slow time, there will be a drawing to increase the crowd.

To support the budget, sponsors from businesses or individuals will be recruited. Also, 10% from the sale price of each item will be withheld to help support the cost of the event. It was suggested that the Committee make sure this withholding and the 6% sales tax withholding are communicated ahead of time.

There will be one reception, and it will not be catered for additional savings. Members will be encouraged to bring items instead. A DVD of the history of Double/Creative Visions over the past 10 years will be developed and played just before the awards ceremony. There was a suggestion that it be played throughout the event.

Pairing night is September 22 at 7 p.m. in Magnolia Hall. The media has been invited to this event.

Melanie commended John Burrack for all his help in this planning process.

Orientation of New Members

Stan Holz presented an update on the new member orientation that was held on May 16. 20 people attended the class, including some who had been in the Club for 2 or 3 years. Stan and several others from the Club presented a complete run down of what club does and the various offerings. There was a good question and answer session at the end, and several members agreed to be mentors for new members. Stan proposed that there be another similar orientation class, possibly in November and then again in the spring. One every six months might be a good tradition to start.

It was suggested that Stan get on the Club calendar soon for November.

Photography Sales

See Treasurer Report attached.

AD HOC COMMITTEE REPORTS

Phone User Event for Nonmembers

This event on October 10 at 7 p.m. at Hidden Cypress is being offered as a service to the whole Sun City community. The hope is that the Club could draw some new members from the event; therefore, membership forms will be there.

Chartered Club Fair

Melanie Frank reported that volunteers are in place for this event. There will be a printout of the current membership list for renewals and updated membership forms with waivers provided. Brochures are needed for the tables in Pinckney Hall and in the Studio.

There was a question whether First Saturday sales will be held that day, and the answer was yes.

Bylaws Review

John Burrack had no new report on this Committee.

NEW BUSINESS

December General Meeting

Jim proposed that the Peoples' Choice competition take place online again since the voting worked well online last year. Winners would be announced at the meeting. Jack Frost will be there again for refreshments. A small gift swap is a possibility.

Next Meeting

Jim proposed that the whole Leadership Team meet only every two months instead of every month, and all agreed; therefore, the October meeting was cancelled and the next meeting scheduled for November 2nd.

ADJOURNMENT

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

Respectfully submitted,
Barbara Reeves, Secretary

PCSCHH (8) MONTHS ANALYSIS (2022)

CHECKBOOK	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	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	
ENDING BALANCE	11884.20	11872.19	9,268.44	12,312.74	12,106.00	12,064.37	8,287.47	8,036.14	
DEPOSITS	7.50	1943.10	501.88	3,895.47	691.28	937.71	673.00	587.72	\$9,237.66
Service Charges								32.95	\$32.95
A/R			4,480.30	615.62	658.83	462.72	766.54	673.54	
A/P			135.60		25.00	5.46	49.38	58.98	
CHECKS (NOT CLEARED)				788.06	350.00	25.00	43.58	115.08	
PAID EXPENSES									
STUDIO EQUIPMENT				480.45	284.96	462.80	3,013.14		\$4,241.35
STUDIO SUPPLIES	739.25	131.52	245.27				676.26	695.70	\$2,488.00
CONTESTS	100.00	150.00	150.00	350.00	175.00				\$925.00
BADGES	36.00	0.00	31.50	31.50		81.00		31.50	\$211.50
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	\$1,009.56
OFFICE		142.44							\$142.44
ZOOM & INTERNET		215.56		429.48					\$645.04
SALES TAX	7.70	0.00		172.81			5.46		\$185.97
AWARDS	2075.00	0.00			25.00				\$2,100.00
	\$2,972.91	\$4,315.56	\$576.77	\$1,464.24	\$119.64	\$629.34	\$4,468.48	\$877.60	\$15,424.54
CAM CARD BILLING									
CLUB DUES	250.00	390.00	120.00	50.00	40.00	200.00		20.00	\$1,070.00
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	\$2,091.01
CV-HANGING FEES		696.00							\$696.00
CV-PHOTO SALES		1820.00							\$1,820.00
1st.SATURDAY SALES						79.00	150.00	35.00	\$264.00
	\$501.88	\$3,348.08	\$325.96	\$289.66	\$369.17	\$462.72	\$303.82	\$369.72	\$5,971.01
EVENTBRITE									
NET			547.39			266.88			\$814.27

Competition Committee Report
Photography Club Leadership Meeting
September 7, 2022

- Combination of both digital and print competition entries now in place. See website for schedule.
- Competition rules have been revised accordingly. See website for rules effective September 2022.
- Committee voted and recommended no Tri-Club competition at this time.
- Window and studio display of competition winners: (proposed)
 - A. First place winners only will be displayed in the studio window. Size 11 x 14
 - B. 2nd, 3rd place and honorable mention displayed in the studio itself. This would require coordinating with the committee doing the Studio displays. As before we would print, mount and mat for those who want to hang and frame them.
- Using Google docs to safeguard competition points record under the direction of Mark Davis of our club and president of the computer club. Some fine tuning underway. Other records to be considered.
- Recommending supplies (ribbons, labels, etc.) be stored in the studio.
- Binders, printed records – Need to consider retention. Will furnish an inventory for further review.

John Hock
Committee Chair

Education Committee Report SEPTEMBER 7, 2022 Dale Methven

1. SUMMER PROJECTS

- a. Curriculum Committee developed Post Processing Workflow for Beginners 5-part series. Each class covers one or two skills with the instructor demonstrating the editing tool, and its impact on a photo, followed with lots of hands-on practice. Apple Photo editor, Microsoft Photo Editor, or Lightroom Mobile have a similar workflow and will be taught together for any type of device.
- b. Created Master Curriculum list with descriptions and dates of classes taught. This reference tool will make instructor recruiting, class development and registration easier & consistent.
- c. Organized and backed up all electronic files.
- d. Developed instructor registration form for course registration information collection.

2. FALL CLASSES

- a. 29 classes, 15 instructors, 1 new instructor
- b. 7 new classes in direct response to members' requesting more post processing, and observation/seeing with new perspectives training.
- c. September Registration September 6; 12 registrations
- d. "Cell phone friendly" or "camera specific" added to October & November descriptions to entice cell phone users to enjoy more classes.
- e. October & November Registration tentatively September 25

3. WINTER 2023 CLASSES

- a. 1 new class in development with 2 new instructors
- b. 3 potential new instructor discussions
- c. 2 new classes identified
- d. 1 potential new class in development

Studio Renovation Summary Report

Committee: Kate Crowley, Bob Ricketts, Gracene Peluso, Leslie Joseph , Rich deAsla, Corky Burt

Major House Clean and Sale

Painting and Floor Refinishing

- Walls and gallery panels repainted

- Floor deep cleaned and rewaxed

Electrical

- Added outlets for convenience/charging and portable equipment.

- Retractable overhead outlets for Studio Lighting

- Bundled and hid wiring of Workstation devices.

Furniture

- Reconfigured Workstations

 - Increased leg room-relocated cabinet doors

 - Purchase two Stools having back support

- Enlarged Assembly Tabletop option with hinged ends

- Power Washed Tables

- Purchased 4 Additional Classroom Chairs

Computers and Printer

- Replaced two Computer Towers (Sold old ones \$100/ea.)

- Replace Epson 3880 with new Epson P900

- Workstations recalibrated for printing

Corky Burt 9/7/2022

Website report Leadership Meeting, 9/7/22

Analytics (August 2022):

Site visits during August: 350 (-16% from July)

New visitors: 49% (-7%)

Return visitors: 51% (-13%)

Direct hits: (URL): 312, Google, etc. :27

Top 10 visited pages, last 30 days:

Home page

Exhibits

Themes

Meetings

For Sale

Education

Trip Galleries

Announcements

Contacts

Board minutes

Top 10 traffic locations last 30 days:

Okatie

Bluffton

Gilford (NH)

Savannah (GA)

Etna (ME)

Charlotte (NC)

Worcester (MA)

Greensboro (NC)

Ridgeland (SC)

13. Hilton Head (SC)

Not listed: Beaufort (SC)

Additional comments

- No significant issues regarding the website during the quiet summer.
- Monthly favorite photos gallery, trip announcements and education updates maintain interest during the "slow" season.
- New member and renewal info should be easier to find on the home page.
- For Sale page lately under-utilized. 1st Saturday sales* and referrals to the President have emerged as the preferred means to attract buyers. We may consider removing the FOR SALE homepage banner link to make space for a more member-interest page/link. (*not sure if these are sales of photos only or equipment also)

Leadership Committee Meeting

September 7, 2022

Field Trip Committee Report September 2022

Field Trip Committee Update

- The committee held a meeting on 8/25.
- Three members of the committee have step down
- I had requested the committee members when I assumed the role as Chair of Field Trip Committee to stay on until at least September 2022
- Plan to better organize the committee to make it more efficient and more involved in the planning, support and operation of the committee and Field Trips by
 - Designate a Committee Co-Chair
 - Create Sub-Committees (standing and temporary)
 - The first proposed Sub-Committee would be Field Trip Planning and Support to assist
 - the Field Trip Leader in field trip planning
- The next committee meeting will be held the Studio and is scheduled for 9/29/ from 1-3 PM. Extra time is built in for a possible Meet 'n Greet with refreshments for members interested in joining the committee.

Recruiting New Member

- Three members responded to the invitation but could not attend (out of the area)
- A new invitation will be sent out to the new members inviting them to the next committee meeting.

Field Trip Leader - Roles, Responsibilities and Procedures

- Planning and running any field trip have a lot of steps from the inception to the completion of a field trip.
- Currently there are a limited number of experienced Field Trip Leaders, and the goal is to get more members to lead field trip including members of the Field Trip Committee.
- But to expand the number of Field Trip Leaders, we need to provide the training, tools, and support needed for all the current and new Field Trip Leaders. To accomplish this by:
 - Document and Publish the Field Trip Planning Process with all the steps required from the beginning to end of the field trip, that include but not limited to:
 - Roles & Responsibilities, Documentation, the Planning Process and Communications
 - Developed a Check List the Field Trip Leader Check List with the steps needed to be done for a field trip
 - All the documents are to be reviewed by the committee.

Field Trip Plan for 2022-2023

The Field Trip Committee has reviewed and agreed on the following proposed field trips through July of 2023. Please keep in mind that some of the field trip destinations may change:

2022 - September to December

- **September**
 - **Myrtle Island 9/15**

- Old Sheldon Church/Chapel of Ease – 9/26
- **October**
 - Darien Shrimp Fleet at sunrise and local area
 - **The Great Smoky Mountains – 10/17 – 10/20**
- **November**
 - The Milky Way – 11/22 -11/23 Photo shoot location - TBD
 - Clyo GA - Antique Equipment - Date TBD
- **December**
 - Savannah River Street at Sunset/Blue Hour & Cargo Ships on the Savannah River - Date TBD

2023 – January to July

- **January**
 - Florida Wetlands (Titusville, Merritt Island, Vera Wetlands) with a possible Rocket launch - Week of 1/23/23
- **February**
 - Wormsloe Colonial Faire & Muster - Dates have not been published
- **March**
 - Angel Oak Tree & Magnolia Plantation Date TBD
 - Trying to reserve the park for just the tripster's
- **April**
 - **The Blue Angels at MCAS in Beaufort – 4/22 & 4/23**
- **May**
 - Swan Lake – late May
- **June/July**
- Normally we do not schedule field trips in July, but this is a great opportunity to photograph local Lavender Fields in full Bloom and Color.
 - Lavender Fields (2 locations) – late June or early July –
 - date depends on the lavender is in bloom and full color
 - Private Photoshoot can be scheduled for a fee before the they open or close for the day.

● **Local Field Trips**

- I have heard from several members that are new to the Photography Club would like to explore the local area with a group.
- Plan to add more local trips that are not currently on the schedule

Field Trip Survey

- Planning on sending out a survey to learn what the members would like to have in future field trips
- Plan to send the survey out by the end of September

Respectfully submitted,

Mike Laferriere

Chairman, Field Trip Committee