



**Photography Club of Sun City Hilton Head
Leadership Team Meeting Minutes
December 4, 2023—1:30 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, Director of Education Dale Methven, Director of Education Elect Cindy Fiano

Committee Leaders: Doug Scott, Programs; Julia Parrish, Membership; Corky Burt, Studio Manager; Mike Laferriere, Field Trips; Joe Turino, Publicity; Al Capraro, Exhibits

Absent: John Hock, Competitions; Sophia Schade, Programs; Mike Fratkin, Membership; Rich deAsla, Photo Services; Cathy Thiem, Studio Supplies; Lucy Rosen, Webmaster

Jim opened the meeting and welcomed all.

Minutes

Team members reviewed the minutes from the September 7, 2023, Leadership Team meeting, and there were no additions or corrections. Everett moved to approve the minutes and Dale seconded the motion. The minutes were approved as written.

Announcements

Awards

Jim distributed “thank you” notebooks to all Team members, whom he recognized for their significant contributions to the Club.

December Meeting Plans and Schedule

Jim plans to ask Board and Leadership Team members, Education Committee members, and instructors and monitors to stand at the next General Meeting so that Club members can see the number of volunteers it takes to run Club activities and make them successful.

He also plans to give out three awards at the meeting to acknowledge individuals who have been significant in helping him meet his goals as President.

Also at the meeting, several donations of equipment, books, and a photograph from a speaker will serve as awards and prizes.

Zoom Account

The Club Zoom account must be renewed by 15 February. John Burrack reviewed the reoccurring meetings currently being held by Zoom and suggested that these be refreshed to reduce the chance of these links getting out. (See attached summary of meetings and renewal

cost). John will take responsibility for renewing the account. Barbara will delete the current links and serve as the point person for establishing new links as needed. The new link for the January General Meeting will be tested first to make sure it works.

Leadership Team Reports

Treasury

Everett reviewed a summary of the Club income and expenses for 2023. As of 11/30/2023, the Club bank balance was \$12,507.52. (See full summary attached)

He noted that there has been a problem with some monitors using the reimbursement sheet as a sign in sheet for everyone who comes into the Studio. He suggested that current monitors be reminded of the purpose of the reimbursement sheet and that this information be a part of the training for new monitors.

Competitions

The Committee is to be commended for developing an easy and efficient online process for People's Choice. The one glitch having to do with the necessity to login to Google has been fixed. (See full report attached for additional Committee details).

Programs

Doug Scott reported that speakers/judges are set up through September 2024. The rest of Fall 2024 has yet to be completed. October 2024 will be a Zoom meeting, so it may be possible to get a speaker from farther away. November is in person, so it may be best to look for local speakers. Given the number of phone camera users now joining the Club, it was suggested that programs should center around topics that are not necessarily camera specific.

Education

Dale thanked Julia Parrish for transitioning the Education program from Eventbrite to Google Docs and Ward Litzenberg for enhancing the data management to allow the ability to pull data to create reports.

She summarized the numbers that made the Fall session such a successful one, including the number of sold-out classes and the number of members who took classes. She thanked the Education committee for their hard work in making 2023 such a successful one and acknowledged the members of that Committee. (See attached summary report for specific numbers and details.)

The target date for the beginning of the 2024 winter semester is February 1. The course catalogue for these classes should be published by mid-January.

Jim thanked Dale for her leadership of a premier Education program.

Membership

Julia reported that Club membership is at 457, one of the largest. Several factors may have influenced this rise in numbers, including the emphasis on phone photography, First Saturday sales, and Creative Vision. 72% members (324) have renewed; 126 have not renewed. Jim asked Julia to send him those emails so that he can follow up with those individuals. (See report attached)

Studio Manager

Corky pointed out that it's been two years since he evaluated the pricing of supplies. He will study where our pricing is now compared to costs of supplies, and, if adjustments are needed,

he will review them with the Board so that new prices can take effect no later than February 1, 2024.

Rich DeAsla has recently upgraded all workstations. Given that laminated sheets of printing instructions are missing, Corky will get a new laminated set for each of the workstations and will add instructions for how to check the printer queue.

All diffusers have been taken out of the Studio lights. The next step in January or February is for maintenance to replace all fluorescent tubes with brighter and daylight white balance tubes.

On January 15th and 16th, the Studio has been reserved for taking portraits for Creative Vision.

The lockbox combination will need to be changed once the membership list is purged. It was recommended to Corky that the target date for this change be Feb. 15th.

Corky urged that members be encouraged, possibly through the newsletter, to report to Corky if they have trouble with equipment or other Studio supplies. Monitors, especially, should be reminded of this since they have access to the Studio when no one else is there. Corky's contact information should be reposted prominently in the Studio. (Full report attached)

Studio Supplies

Cathy Thiem has ordered some supplies and will be dropping them off this week.

Photo Services

No report

Webmaster & Newsletter

Julia will be taking over the website for now. Julia, Everett, and Stan will meet with Jim after this meeting to discuss the transition. Joe Turino will be taking over the Newsletter with help from Ward Litzenberg. Anyone who has information to be put in the newsletter should email it to Joe by the 21st of each month. It was recommended to Joe that he have contributors use the Google Form that was used most recently for this purpose and that he put the link to this form at the end of the newsletter. To make this process more efficient, it was recommended that the newsletter have its own email address to prevent email overload for Joe and Ward's personal emails. It was also recommended that the Club listserv be used to send out the Newsletter to ensure that all members receive it.

Publicity

Joe gave a reminder that if anyone has anything they want to publicize, they should send the information to him. He will continue to write a summary paragraph about the Club for each issue of *Sunsations*. Jim reminded him that he would like photos taken at the December meeting for winners and awards.

Exhibits

Al reported that he is transitioning away from the months of July and January for hanging new exhibits and believes it will be more efficient to do the process on two separate dates. March 21st is the next scheduled date for taking down the current exhibit and March 28 for hanging the new one. The dates for the second exhibit of 2024 are yet to be determined. Because there have been suggestions that new exhibits be done more than twice a year, Al will talk to Corky about the possibilities of doing this three times a year, but the process can be difficult and time

consuming. It was recommended to him that the font on the labels accompanying each photograph be made larger so that the information is easier to read from a distance.

Field trips

Mike reported that 2023 has been a successful year for field trips. Of the 18 planned, 16 will be completed. Two were cancelled because of inclement weather. By the end of this year, 252 members or invited guests will have participated. (See attached report for a detailed summary of 2023 trips and participants.)

Several trips are being planned or considered for 2024, beginning with a Florida field trip scheduled for January 28th – 31st. (See attached report for others planned or being considered). There was discussion about the possibility of contracting a bus to take interested members to the Charleston field trip to see the Thunderbirds. Mike will follow up with the Veterans group to explore this possibility.

Mike pointed out information that may need to be included in future field trip descriptions, such as when a trip may not be conducive for phone photography or if there are any impediments to participation that should be considered.

Mike said that the Committee is doing a very good job. He will try to have Committee members this year be more involved in creating a field trip from the beginning.

He requested that an email account be set up specifically for Field Trip Committee members so that more can share the responsibilities. Julia will work with Mike to set this up.

Creative Vision

Stan reported that the Steering Committee officially changed the name of the event to the single version "Vision" not "Visions," which has been used in the past. All groundwork for the event is done and committees set up. Stan worked with Tenet Healthcare and received a donation of \$250. \$450 has been donated from The Great Frame Up. Restaurants in the area may be contributing gift certificates or gift cards instead of cash. It was recommended that these be given out as awards or prizes in a raffle so that taxes do not need to be paid if they are resold. Stan will bring this up at the next Steering Committee meeting. If enough donations are collected, they will distribute a brochure advertising the event.

A question was asked about the purpose of these donations. Stan pointed out that the long-term goal is to defray costs so that Clubs don't have to pay out of their treasury.

Some other changes:

- Every easel containing sets of pairs will have a letter designation that will be prominently posted so that it will be easier for participants to go back and find pairing numbers.
- Reception with finger food will not be open to public but only participating artists, committee members, and volunteers.
- There will be a change in wording on ballots from "the best" to "your favorite."
- Safety and Service will be used for crowd control.

Stan summarized by saying that committees and communication are going very well. Lifestyles has been very supportive.

Photography Sales

The sales have netted close to \$9,000 for the year. (See attached report for a summary of sales from 2022 and 2023.)

\$677 was given to Avant Gardeners from sales of donated pictures on Earth Day in April.

There has been an average of 2-5 online new member sign ups each month since the sales started in 2022.

ADJOURNMENT

Everett moved & Jim seconded that the meeting be adjourned. The meeting adjourned at 3:30 pm.

After Meeting Minutes:

Jim held a meeting with Julia, Everett, and Stan regarding transfer of the website responsibilities from Lucy to Julia.

Julia will send needed information to Lucy in order to facilitate transfer of website ownership.

Julia will create a new email for website responsibilities, as well as a new user name and password. Julia will take care of the billing and name and address on the account.

Respectfully submitted,
Barbara Reeves, Secretary

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Current Plan

1 item(s)

Zoom One Pro

\$149.90

Discount (expires on Feb 15, 2024)

-\$44.97

1 User(s)

Annual Subscription

Current Annual Total

\$149.90

Plus applicable taxes, fees, and overage charges

Next charge date Dec 4, 2024

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Recurring

Recurring

PCSC Board and Team Meeting

Meeting ID: 825 1074 0476

Recurring

CLIC UG

Meeting ID: 846 9734 0624

Recurring

B & W Sig

Meeting ID: 848 8810 2294

Recurring

PCSC General Membership Meeting

Meeting ID: 867 1428 4562

Recurring

Phone Photography UG

Meeting ID: 889 4385 2096

Recurring

Lightroom Mobile Camera on Phones

Meeting ID: 893 8542 1464

11 Month Summary

Actual 11/30/23 bank balance is \$12,507.52

A/P - .00

A/R + 3,482.14

CV24 - 1,526.88

NET +14,462.78

Summary by Month (Cash No Sat or CV23)

11/2023 - 11/30/2023											
All Accounts, 208 Categories, All Tags, All Payees											
Category	1/1/23 - 1/31/23	2/1/23 - 2/28/23	3/1/23 - 3/31/23	4/1/23 - 4/30/23	5/1/23 - 5/31/23	6/1/23 - 6/30/23	7/1/23 - 7/31/23	8/1/23 - 8/31/23	9/1/23 - 9/30/23	10/1/23 - 10/31/23	11/1/23 - 11/30/23
Income											Total
Donor	\$2,740.00	\$0.00	\$680.00	\$270.00	\$140.00	\$240.00	\$110.00	\$20.00	\$100.00	\$90.00	\$3,630.00
Education Income	\$0.00	\$0.00	\$0.00	\$620.00	\$185.00	\$110.00	\$335.00	\$140.00	\$0.00	\$0.00	\$1,530.00
Equipment Sales	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Studio Income	\$817.45	\$0.00	\$399.88	\$397.77	\$828.56	\$412.31	\$644.62	\$110.20	\$289.55	\$218.71	\$4,475.62
Total Income	\$3,557.45	\$0.00	\$1,079.88	\$1,227.77	\$1,153.56	\$1,022.31	\$1,109.62	\$270.20	\$489.55	\$308.71	\$13,773.22
Expenses											
Account	\$0.00	\$65.00	\$169.55	\$65.00	\$0.00	\$0.00	\$0.00	\$-444.24	\$385.61	\$100.00	\$71.85
Adverts	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Bank Expense	\$112.50	\$87.50	\$136.00	\$180.00	\$63.00	\$22.00	\$-31.50	\$-51.00	\$27.00	\$158.50	\$1,640.00
Card Exp Expense	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Earth Day Expense - Supplies	\$0.00	\$0.00	\$0.00	\$36.43	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$36.43
Education Expense	\$105.00	\$16.25	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$121.25
Office Expenses	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$119.67	\$0.00
Studio Expense	\$100.00	\$210.00	\$100.00	\$170.00	\$210.00	\$0.00	\$0.00	\$0.00	\$16.50	\$223.33	\$1,020.83
Studio Equipment	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$12.60	\$0.00	\$0.00
Studio Expense	\$0.00	\$0.00	\$1,000.57	\$501.62	\$229.33	\$1,017.66	\$0.00	\$0.00	\$8.19	\$275.34	\$1,045.65
Website	\$369.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$369.00
Xerox	\$0.00	\$0.00	\$111.23	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$111.23
Total Expenses	\$1,781.28	\$438.79	\$1,410.35	\$1,539.25	\$844.55	\$1,130.58	\$51.50	\$-403.24	\$600.30	\$1,011.99	\$1,783.84
Total	\$1,776.17	\$331.49	\$539.47	\$111.28	\$609.01	\$567.75	\$1,058.12	\$-221.04	\$189.25	\$703.28	\$2,335.73

Competition Committee Report for the Leadership Team Meeting on December 4, 2023

- People's Choice: Electronic ballot and the slide show have been created and voting is underway. Target date for the announcement and its ballot link to go out to the membership is December 1, 2023. Voting will close at midnight on December 8, 2023. Results will be announced at the General membership meeting on December 12. Rich Matheny's request to enter only one of his first-place images in People's Choice was approved.
- The committee approved the following resolution for use in the November competition:

"All entries for the November 2023 Competition will be allowed. No correlation between the title and the actual image will be considered. The judge for this event will not be responsible for deciding whether or not the individual entry meets November theme requirements. The judge will be allowed freedom to base awards as appropriate and will not be informed of these deliberations. Future themes will be discussed and decided at a later date."

This resolution was only for the month of November. The committee is now in the process of considering additional guidance concerning themes, images, and titles in order to clarify.

- The committee continues to hit its target in having the studio window display completed by the Thursday after the Tuesday meeting.
- Award ribbons – time to reorder. Order has been placed and new ribbons soon to be delivered. Same company and same design as we have used in the past.

John Hock
Competition Committee Chair

Education Committee Report to the BOD - December 4, 2023

Dale Methven, Director of Education

I wish to thank Julia Parrish for transitioning the Education Program from Eventbrite to Google Docs this year. Thanks to Ward Litzenberg for enhancing the data management to allow the ability to pull data to create reports.

We had a very successful fall. We offered 26 classes. Of the 239 seats available, 200 were sold or 84%. Highlights include:

- 9 classes were sold out
- 1 class was repeated due to its popularity
- 4 classes were new
- 3 new instructors joined our Program
- 104 members took classes, averaging 2.5 classes; 62 members took 2 or more classes and 17 took more than 4 classes
- One member took 13 classes!

What a terrific year 2023 was for Education!

Throughout 2023, there were a total of 559 classes taken. Twelve new classes were offered and there were 7 new instructors.

During the winter, 76 people took 192 classes. In the spring, 64 people took 124 classes. This fall 112 people took 243 classes.

In order to run such a successful education program, it takes devoted and dedicated volunteers. I want to thank the Education Committee members for researching, recruiting, planning, scheduling, class lists and communicating what the program offers:

Corky Burt
Cindy Fiano
Melanie Frank
Ward Litzenberg
Toni McQuair
Tom Mills
Julia Parrish
Barb Puceta
Barb Reeves
Sue VanDette

Work has already begun on the 2024 winter semester. Cindy Fiano and I have already received commitments for 32 classes. Classes will start at the end of January with the course catalogue and registration information available mid-January.

It has been my great pleasure to help members continue their journey of stretching their imagination & developing a personal vision with more creative and expressive images.

Leadership Team Meeting: 12/4/23

Membership Report as of 11/30/2023

Membership Summary		
	2024	%
Total Membership	454	
Not Renewed	129	28.41%
Not Renewing	1	0.22%
Renewed	324	71.37%

Leadership Team Meeting Dec. 4, 2023

Studio Update:

Evaluate Price Increases for Printing Papers/ Inks and Mats/Kool Tack. Last increase 24 months Ago. Any changes will be reviewed with the Board with the goal to make effective February 1, 01, 2024 or sooner.

Printer Workflow Information Replace/Laminated, Includes Recommendation to Check Queue before printing.--- December 2023.

Overhead Lighting without diffusers is a significant improvement in brightness for viewing the Gallery. Next Step is to replace all fluorescent tubes in Jan. 2024 with brighter and daylight white balance tubes.

Lockbox Code Revision--When

--

Corky

Corky Burt

Leadership Committee Meeting Report - December 4, 2023

Field Trip Committee

The committee has the following members: Joyce Fowler, Robert Lawner, Alan McKee, Doug Scott, Margie Yznaga, and Michael Laferriere

Field Trip Planning 2023 Year End Review

The Field Trip Committee planned and scheduled eighteen and is expected to complete 16 of 18 field trips in 2023 with two field trips cancelled due to inclement weather. As compared to the eleven scheduled and eight completed field trips in 2022. 213 members and/or invited guests are expected to participate in the sixteen 2023 field trips. Currently 40 tripster's expect to go on the two remaining field trips and are included in the total number of participant for 2023. The following table is the 2023 Field Trip Summary:

2023 Field Trip Summary

Total Field Trips Scheduled	18
Total Field Trips Completed	16
Total Number of Tripster's on Scheduled Field Trips	252
Total Number of Tripster's on Completed Field Trips (Projected)	213

Trips#	Destinations	Tripster's
1	Florida Wetlands & Rocket Launch	23
2	Wormsloe Colonial Faire & Muster	15
3	Battle of Broxton Bridge	13
4	Angel Oak Tree and Magnolia Plantation	11
5	Hidden Cypress Rookery 18th Hole	12
6	John's Backyard	10
7	US Navy's Blue Angels Air Demonstration Teams	5
8	Beidler Forest	8
9	USAF Thunderbirds Air Demonstration Teams	5
10	Swan Lake and Iris Gardens	18
11	The King George Lavender Fields and the SC Backroads	15
12	Milky Way on Tybee Island Beach	7
13	The Smoky Mountains and Blue Ridge Parkway	10
14	Charleston Historic Streets & Alleys	24
15	Sunset Dolphin Cruise and The Cockspur Lighthouse	24
16	Savannah Wildlife Refuge	12

17	Savannah's Plant Riverside District on 12/08	25
18	Darien Shrimp Boat Fleet at Sunrise & St.Simon Island Lighthouse on 12/18	15
Subtotal		252
Less Cancelled Field Trips		(39)
Total		<u>213</u>

Field Trip Outlook 2024 (Jan-Apr)

The Field Trip Committee is coordinating with the Education Committee to avoid any conflicts with scheduled classes and club events if possible. All the field trips will be added to the Off-Site Event Calendar as was done in 2023

These are some of the trips being considered or planned for January thru April 2024. The trips in bold font have dates and will be scheduled, the others on the list are tentative:

- **Florida Wetlands/Titusville Area (January 28-31)**
- Battle of Broxton Bridge Reenactment – (March 2)
- USAF Thunderbirds Air Demonstration Team Joint Base Charleston – (April 20)
- Wormesloe will not be offered this year as a field trip.
 - The dates conflict with Creative Vision
- St. Augustine Alligator Farm
- Bonaventure Cemetery
- Savannah Historic Squares and Buildings
- Charleston's Historic Streets & Alleys
- Huguenot Beach
- Hunting Island
- Beidler Forest

The Field Trip Committee is looking forward to active and successful field trips in 2024 for the Photography Club!

Respectfully submitted,

Michael Laferriere

Field Trip Committee Chairperson

Field Trip Coordinator

1st. SATURDAY SALES ANALYSIS

DATE	GROSS	TAX	NET
22/06/04	91.00	-5.46	85.54
22/07/02	823.00	-49.38	773.62
22/08/06	160.00	-9.60	150.40
22/09/03	400.50	-24.03	376.47
22/10/08	835.50	-50.13	785.37
22/11/05	291.00	-17.46	273.54
22/11/12	1,317.00	-79.02	1,237.98
22/12/03	301.50	-18.09	283.41
2022	4,219.50	-253.17	3,966.33
23/01/07	226.00	-13.56	213.34
23/02/04	649.50	-38.97	610.53
23/03/04	909.00	-54.54	854.46
23/04/01	818.50	-49.11	769.39
23/04/22	754.00	-45.24	708.76
23/05/06	547.50	-38.33	509.18
23/06/03	421.00	-29.47	391.53
23/07/01	1,036.00	-72.52	963.48
23/08/05	251.00	-17.57	233.43
23/09/02	509.00	-35.63	473.37
23/10/07	1,078.50	-75.50	1,003.01
23/11/04	940.00	-65.80	874.20
23/12/02	776.00	-54.32	721.68
2023	8,916.00	-590.55	8,326.35
TOTAL	13,135.50	-843.72	12,292.68

EARTH DAY-DONATIONS

From sales of donated pictures.

April 22, 2023 \$677.00 to SCHH Avant Gardeners

We have been averaging 2-5 online new member sign ups per each 1st Saturday Sales Day.

Past Saturday Sold 2 from the Wall

