



**Photography Club of Sun City Hilton Head  
Leadership Team Meeting Minutes  
February 28, 2024—3:00 p.m.  
(Held in Studio)**

In Attendance: Board Members: President Stan Holz, Vice President Julia Parrish, Treasurer Everett Denning, Secretary Barbara Reeves, Director of Education Cindy Fiano, Members-at-Large Ward Litzenberg & Doug Scott

Committee Leaders: Doug Scott, Programs; Mike Fratkin & Julia Parrish, Membership; John Hock, Competitions; Corky Burt, Studio Manager; Mike Laferriere, Field Trips; Webmaster, Julia Parrish

Absent: Past President Jim Smith; Joe Turino, Publicity; Al Capraro, Exhibits; Cathy Thiem, Studio Supplies; Rich deAsla, Photo Services

Stan opened the first Leadership Team meeting of the year and welcomed all. He explained that the meeting will serve as a chance for members to introduce themselves and provide updates on their respective programs.

**Announcements**

Stan reported that Creative Vision 2024 was a success, with \$3,300 in sales of photographs and a \$650 surplus, half of which will come to the Photography Club.

There will be some changes to Club By-Laws in order to align with Lifestyles' requirements. For example, the ability for members to do e-voting will be added. Once all changes are reviewed by the Executive Board and approved, they will be shared with the Leadership Team.

Also, at their last meeting, the Board voted to add two members-at -large to the Executive Board. These are Club members nominated by the Board to serve in a one-year, non-voting position. Ward Litzenberg and Doug Scott were nominated and have accepted to serve in this position for 2024.

**Minutes**

Team members reviewed the minutes from the December 4, 2023 Leadership Team meeting, and there were no additions or corrections. Everett moved to approve the minutes and Mike seconded the motion. The minutes were approved as written.

**Leadership Team Reports**

**Education**

Cindy Fiano, the new Education Director, introduced herself and gave an update on stats from the Winter Session (See details attached). The catalogue for the Spring session will be completed and available by March 15. Registration will start on March 22.

There will be some changes for the Spring session:

- Due to popular demand, some classes will move to random drawings for participant seats instead of first come, first served, as is currently the case. Registration will also move to an earlier time in the day.
- To resolve issues that occurred with walk-ins this semester and some members being confused about what classes they were in, Ward now has an online class list that registrants will be able to check.
- Since several new members are phone camera users, a survey has been developed and will be going out to assess needs of these members as well as members who want to use both their cameras and phone camera.

### Membership

Mike Fratkin, who is responsible for picking up and delivering badges, recommended that an alternative method be used for members to receive their badges rather than a personal delivery. Stan told Mike to move forward with developing an alternative.

Julia reported that at the end of 2023, there were 462 members. Eighty-six have since been purged and 21 new members added in 2024, bringing the current membership total to 397 (See attached report).

### Studio Manager

Corky Burt provided an update on the Studio (Report attached):

- There will be a 20% printing price increase as of March 1<sup>st</sup>. The price list has also been simplified by listing the same price for all printers. There are no matting increases at this time. It was recommended that this information be announced in the newsletter and on the website.
- Studio lighting has not been completed yet due to budget constraints in the Facilities Dept.
- New cutting blades are being installed in both print trimmers, and it is recommended that they be used only to cut paper print stock. Canvas prints and Kool Tac should be cut with the Tabletop Mat Cutter.

### Competitions

John Hock presented an update for the Competition Committee.

- Themes for 2025 are currently being developed and will be finalized by April 30<sup>th</sup>.
- Several members still struggle with mistakes while labeling their images, and the Committee is using various means to try to address this issue. (See full report attached)
- A change has been made in the file size requirements: 1mb will remain the minimum; however, because of storage and transmission advances, there will be no maximum file size. File type will remain jpgs.
- Committee members are still printing winning photos on the Thursday after competition for a quick turnaround.

### Field trips

Michael Laferriere provided an update on current and future fieldtrips (See full report attached).

- Eighty-one members have registered for fieldtrips to date, with only a few cancelling out.

- Bus for travel to Charleston Thunderbirds may not be an option if there are not enough people signed up. He's waiting to hear back from the Veterans organization. He has asked for a bus pass just in case.
- The Sunset Dolphin Cruise will be rescheduled for sometime in May when those who received free passes from the previous excursion may be able to use them.
- Mike has noticed many more new member participants are using their phones as their primary camera, and he plans to start tracking those numbers.

### Programs

Doug Scott reported that all 2024 programs now have speakers and judges.

- October's speaker and judge will be John Barclay, who was not able to do the January meeting.
- Doug is beginning to fill the programs for 2025 and already has two possibilities for January and February.

### Website & Newsletter

Julia reported that the Website has been transitioned from SmartMarketing to PCSCHH management.

- Google Analytics has been added to analyze site usage.
  - Three hundred and sixty-five users accessed the website in the last month. (See detailed breakdown of pages visited on the attached report).
- Julia maintains an audit trail of all site additions and changes and is available if needed (See attached report).
- A new addition to the site is the Photographer of the Month. This month is highlighting Rick VanDette and will include a brief biography as well as 10 of his favorite photos.

Kudos were given to Ward and Joe on the newsletter, which seems to be working well.

### Treasury

- Everett reported that \$12,683.71 is the current balance in the treasury. (See detailed report attached)
- First Saturday Sales in February brought in \$933.

### Additional Items

Stan asked if there might be any interest in having the Club purchase Club hats that can be sold for profit. There was some discussion of the possibility of visors and shirts as well. Since there seemed to be some interest, a suggestion was made to contact Larry Manning in the Woodshop to investigate the process they used. Stan said that he will investigate there and with a contact in the Car Club.

Stan also asked for input on how frequently Leadership Team meetings should be held. The consensus seemed to be every other month to alternate with Executive Board meetings.

### **ADJOURNMENT**

Everett moved & Julia seconded that the meeting be adjourned. The meeting adjourned at 4:05 pm.

Respectfully submitted,  
Barbara Reeves, Secretary

# Education Update

## Winter Semester:

Winter Semester runs from 2/1/24 through 3/24/24

36 classes were offered during the Winter Semester

There were a total of 400 seats

304 seats were sold, for 76%

85.39% of “pay” seats were sold

19 classes were full

11 classes had registrants that were waitlisted

40 registrants were waitlisted

## Spring Semester:

Spring Semester runs 4/1/24 through 6/14/24

31 classes are being offered during Spring Semester

Popular classes to be offered as “random draw”

3/15/24 - email to membership with catalog & link

3/22/24 - Registration Link to go live

Class Lists are now online to help stop walk ins and no shows.

Registrants receive a link so they can see whether or not they are in active or waitlist status.

A phone survey to help determine the needs of new members as well as members who want to use both their cameras and phone camera will be sent out to membership soon.

Cindy Fiano

Director of Education



## PCSCHH Membership

Membership	
End of 2023	462
Purged	86
New in 2024	21
Total	397

a/ o 2/27/2024

- Club badges for new members are ordered at the end of each month and delivered to the members' homes.
- Dues for new members are charged at the end of the month. Charges are from the 25<sup>th</sup> of the prior month through the 24<sup>th</sup> of the current month.

Studio Report

Leadership Meeting

02/28/2042

### Printing Price Increases

Effective March 1<sup>st</sup> printing charges will increase 20% to offset continuing increases for printing inks and printing paper from Epson/B&H. Print mounting materials (Kool Tac) and mat boards will remain the same.

### Studio Lighting Improvement

This project was postponed last year for budget reasons but I am told is back for consideration and will be discussed by Facilities Maintenance this week.

### Print Trimer Maintenance

New cutting blades are being installed in both print trimers and we are recommending to cut only paper print stocks. Canvas prints should be cut with the Tabletop Mat Cutter. This includes Kool Tac mounted canvas.

Competition Committee Report  
Leadership Team Meeting February 28, 2024

- We are currently working on developing competition themes for 2025. Our target date for completion is April 30th.
- A number of members still struggle with mistakes while entering their images. Most often, the attached email files aren't correctly labeled. Some entries have been sent to the wrong email address. Then there are those who put the label information in the body of the email. None of this is helpful. Confusion and delay are induced when they can be least afforded. We will keep up our education efforts in the newsletter, at new member orientations and in "all-hands" emails. We are considering adding I-Phone specific information for the club website. Our hope is that these will eliminate some of the last-minute issues and help prevent members missing out on a competition. Any support from the leadership team will be appreciated.
- The upper 5 MB upper limit of entry photo file submission is no longer in effect. Transmission and storage technology makes this possible. We will continue using the 1 MB minimum entry file size.
- The studio window display team continues to have the new winners' photos, ribbons and name tents up by the Thursday morning after the Tuesday competition.

John Hock  
Competition Committee Chair



## Field Trip Committee Leadership Committee Report February 2024

Field Trip Chairperson -Michael Laferriere

Field Trip Committee Members: Joyce Fowler, Robert Lawner, Alan McKee, Doug Scott, Margie Yznaga, and Michael Laferriere

### 2024 Field Trip Summary

Description	#
Field Trips Scheduled to Date	6
Field Trips Completed to Date	2
Field Trips Cancelled to Date	0
Total Number of Tripster's Registered for the Field Trips to Date	81
Total Number of Tripster's on the Field Trips to Date	33

### Scheduled Field Trips

Trip#	Description	Status	No. of Tripster's
1	Florida Wetlands & Cape Canaveral Rocket Launch 2024	Completed	16/23
2	Savannah's Historic Squares & Buildings 2024	Complete	19/23
3	Battle for Broxton Bridge 2024	On 03/03/24	13
4	Charleston's Historic Streets & Alleys 2024	On 03/27/24	34/35
5	Charleston Airshow w/ The USAF Thunderbirds 2024	On 04/20/24	9
6	Beidler Audubon Forest 2024	On 05/10/24	

### Potential Field Trips through June

7	St. Augustine Alligator Farm	Mar 2024	
8	East Coast Light Houses	TBD	
9	Sunset Dolphin Cruise & The Cockspur Lighthouse	May 2024	
10	Swan Lake and Iris Gardens	May 2024	
11	The King George Lavender Field (Potential)	Jun 2024	

### Potential Field Trips from August through December

12	Milky Way on Tybee Island Beach 2024	Aug/Sep 2024	
13	SC Back Roads & Valentine Cotton Mill Tour	Sep/Oct	
14	West Virginia	Sep/Oct 2024	
15	Smoky Mountains & the Blue Ridge Parkway	Oct 2024	
16	Savannah Plant Riverside District	Dec 2024	
17	Sunrise Over the Shrimp Boat Fleet & TBD	Dec 2024	
18			
19			

**The Charleston Airshow featuring the USAF Thunderbirds at Joint Base Charleston**

- Contacted the Kelly Tour Bus Company – they have not responded to my request.
- Contacted the Sun City Travel Club and they indicated the cost for a bus for a local trip exceeded \$2500 for a 50-passenger bus
- Looking in to smaller bus options
- Have requested a bus pass from the Charleston Airshow organization as a contingency.
- At this point we have 9-registered for the field trip and a bus may be too costly for the group.

**The Sunset Dolphin Cruise and Cockspur Light House**

- Will be sending out a survey to the tripster's on the field trip to find out if they have redeemed their ticket guarantee and interest in going on another dolphin cruise in May
- Planning on setting up another Sunset Dolphin Cruise for the Photography Club

**General Observations**

- We have seen an increase in new member participation in the field trips in 2024.
  - Will include the new member data in the next report
- Cell phones are being used by more of the tripster's as their main camera
  - Will start tracking cell phone as the primary camera

If you have any questions regarding this report, please contact me.

Respectfully Submitted,  
Michael Laferriere  
Field Trip Chairperson and Coordinator

PCSCHH Website

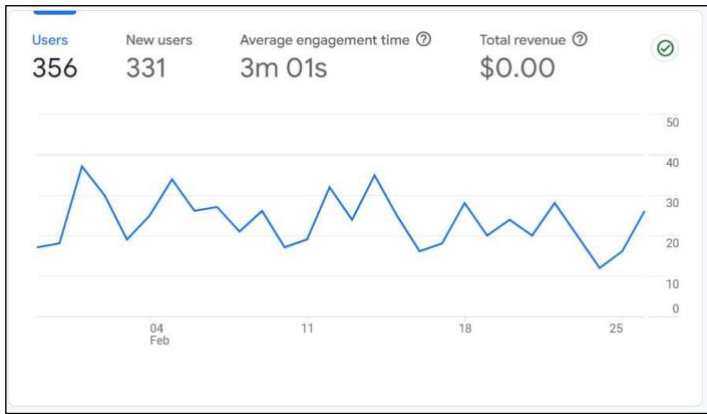
Key Changes:

- Website has been transitioned from SmartMarketing to PCSCHH
- Added Photographer of the Month
- Added Google Analytics

Expenses:

		Yearly	
GoDaddy	Hosting	119.88	December
Domain	URL	22.99	April
SSL	Security	99.99	December
SSLInstall	Security	39.99	December
Elementer Pro			
Yogile	Slideshows	45.00	December
LoCalendar	Calendar	9.95	January
Total		337.80	

Analytics:



Page title and screen class ▾ +		↓ Views -----	Users -----
		2,302 100% of total	356 100% of total
1	PHOTOGRAPHY CLUB SUN CITY HILTON HEAD	1,028	305
2	COMPETITIONS – PHOTOGRAPHY CLUB SUN CITY HILTON HEAD	171	82
3	MEETINGS – PHOTOGRAPHY CLUB SUN CITY HILTON HEAD	147	90
4	CREATIVE VISION – PHOTOGRAPHY CLUB SUN CITY HILTON HEAD	117	43
5	EDUCATION – PHOTOGRAPHY CLUB SUN CITY HILTON HEAD	108	71
6	ANNOUNCEMENTS – PHOTOGRAPHY CLUB SUN CITY HILTON HEAD	96	56
7	COMPETITION WINNERS – PHOTOGRAPHY CLUB SUN CITY HILTON HEAD	82	45
8	TRIP GALLERIES – PHOTOGRAPHY CLUB SUN CITY HILTON HEAD	64	22
9	FIELD TRIPS – PHOTOGRAPHY CLUB SUN CITY HILTON HEAD	59	37
10	ABOUT US – PHOTOGRAPHY CLUB SUN CITY HILTON HEAD	56	21

**Audit Trail:**

12/16

Deleted 2023 themes and meetings

Hid Education instructions - update for next session

Changed Dale to Cindy

Updated Announcements

Updated and Added Membership Meeting Minutes

12/20

Update announcements - trip/Jan meeting

Update trips page

Add Jan speaker to meetings page

1/1/24

Updated BoD for 2024

1/14/24

Added winter education information, catalog and link to registration on education and announcements pages

Changed meeting announcement to February speaker

1/2/2024

Added new page with newsletters from and 2023 forward

Updated Creative Visions page text for 2024 show and added 2024 guidelines

Added past meeting speakers/themes

Updated completion winners to make 2023 same format as 2022 and prepare page for 2024

Removed the newsletter sign-ups via Mail-Chimp

1/12/24

Added January Competition Winners

1/18/2024

Added Yogile trip albums

Updated trips and Announcement page for March and April trips

Updated timing on slideshows to use new parameter

Added new education session catalog and registration link to announcements and education pages

1/23/24

Added Feb and March trips to Announcements and Trips pages

1/27/2024

Added Google Analytics

Added Photographer of the Month page

Added Documents page

2/2/2024

Added 2024 trips

Added Florida Slideshow

Removed newsletter sign-ups from Contact Me page

Added February Newsletter

2/5/2024

Added CV winners and updated 2024 text

Added CV photos and Yogile album

Added January BOD minutes

2/11/2024

Created Photographer of the Month Draft

2/14/2024

Added February Competition Winners Slideshow

2/15/2024

Updated Announcement to add March Club Meeting Announcement

2/18/24

Added past presidents to About Us page

2/21/2024

Added Savannah Trip Slideshow to the site

2/27/2024

Updated Trips page with changes

Deleted Savannah trip from Announcements and Trips page

Added Photographer of the Month page and links

Made Photographer of the Month live

Replaced Studio Materials Fees with new updated document

## 2 Month Summary

**Actual 2/29/24 bank balance is \$12,683.71**

**A/P - .00**

**A/R + 1,375.78**

**CV25 - 1,023.29**

**NET +13,036.20**

## Summary by Month (Cash No Sat or CV24)

1/1/2024 - 2/29/2024

All Account, 210 Categories...

Category	1/1/24 - 1/31/24	2/1/24 - 2/29/24	Total
Income			
Dues	\$1,890.00	\$1,050.00	\$2,940.00
Education Income	\$810.00	\$0.00	\$810.00
Income from CV-24	\$0.00	\$325.00	\$325.00
Studio Income	\$647.14	\$988.44	\$1,635.58
Total Income	\$3,347.14	\$2,363.44	\$5,710.58
Expenses			
Badges	-\$72.00	-\$45.00	-\$117.00
Software Expense	-\$319.74	\$0.00	-\$319.74
Speaker Expense	\$0.00	-\$150.00	-\$150.00
Studio Expense	-\$935.05	-\$421.58	-\$1,356.63
Website	-\$168.86	-\$9.95	-\$178.81
Total Expenses	-\$1,495.65	-\$626.53	-\$2,122.18
Total	\$1,851.49	\$1,736.91	\$3,588.40