

Florida CraftArt Executive Director's Report for February 2021

Report date March 22, 2021

UPCOMING BOARD MEETINGS: 2021: March 25, May 27, July 22, Sept. 23, October 28, 4:30-6 p.m.

Finance Florida CraftArt Financial Highlights Finance Committee met on March 17.

The financial reports will be sent to the board every month, however at the board meeting, the treasurer will not review the financial statements as the Finance Committee thoroughly reviews them every month. *Please review the attached reports. If you have any questions, our treasurer will address them.*

Summary of Committee Meeting:

1. Due to two PPP loans (first was forgiven and anticipate that second one will also be) and building our reserve in prior years, we anticipate sufficient cash through the end of the fiscal year.
2. We continue to hold the line on expenses.
3. With the re-opening of the gallery and an additional part-time staff, February sales were \$19K better than anticipated.

DORIS CONNER, Bookkeeper REPORT

1. We have received the \$59,655 for the second PPP loan and the City Grant \$16,160.
2. Since November, 15 fraudulent checks totaling \$63,050 have been presented against our Regions checking account. Regions also had one walk-in attempt to cash a check for \$3,500 and two calls from people who received checks and called us to ask if they were valid. In the beginning it looked like someone had copied one of our checks but several were also presented that were professionally printed and signed by "Harry Nowak." It looks like there are three different sets.
3. Regions set up a system called Positive Pay which has been successful but, in an abundance of caution and to minimize the distraction, we opened a new checking account with Regions with Positive Pay and new securely printed checks with holograms. We are phasing out the old Regions account and will soon be closing it.

JANIE LORENZ, Business and CraftArt Festival Manager REPORT

MEMBERSHIP:

February 19/20 \$ 2,000 vs February 20/21 \$3040 \uparrow \$ 1,040

Last Year YTD: \$12,700 This year YTD \uparrow \$17,065

Donations:

1. Will report on donation box at the close of the Members' show
2. Amazon Smile – Feb. 22 \$42.90

(If you buy on Amazon, please use [smile.amazon.com](https://www.smile.amazon.com) and choose Florida CraftArt as your charity.)

Advertising / Reviews: Digital and Print:

Tampa Bay Magazine – Members' Show

SRQ Magazine (Sarasota) Nneka Jones/Permanent Collection acquisition

SRQ Magazine (Sarasota) New board member announcement/press release

Tampa Bay Newspapers Members' Show

83° Digital Magazine – Members' Show

Fox 13 News : Members' Show (Liz Cooper) and Nneka Jones

FACILITIES:

1. Ladies room on the first floor repair toilet (Fixed by Herb Lorenz, volunteer)
2. Front door automatic closer needed adjustment (Herb)
3. Mounted automatic soap dispensers in the ArtLofts restroom. (Herb)
 - a. Will order soap dispensers for first floor in March
4. Elevator – monthly maintenance – New tech and supervisor – they had never been here before – showed them the access in ArtLofts lobby. Also asked again about our annual inspection; they will get it scheduled asap.
5. Janitorial service is now cleaning up weekly around the building exterior – leaves, trash, napkins from (Acropolis).
6. Purchased a bottom loading water dispenser for the office – much easier for us to re-load.

Financial/Banking: Worked closely with Doris:

1. Checking change – ordered and received new high security checks, and deposit slips.
2. Handled are transfers between accounts at the direction of the Director and bookkeeper
3. All checking account changes for Chosen payments Gallery sales), City and State Grants (direct Deposit) Braintree and PayPal are very complicated and are still process. Very specific documentation requirements.
4. Completed month end account reporting for January.

GRANTS: State and City grant reimbursements were received for a total of \$23,185.63
 2022 City Grant application will be available online April 1; State Grant application for 2023 will be available March 26.

CRAFTART FESTIVAL:

1. Signed new contract with Zapplication for 2021 Festival.
2. Paid Zapplication for funds they overpaid for CraftArt 2020, after cancellation for jury fee refunds to the artists.
3. Committee will meet the second week of March to begin preparation.
- 4.

MURAL TOURS:

1. Bike tour with 16 riders, 4 Walking Tours with 52 walkers, 3 Private Tours – 19 bikers and 60 walkers*; Overall 131 participants
 * Group Mural tour for Perkins elementary on Feb 4 – 60 students -2 groups – 2 guides
 Hope to continue this every year, students were very inspired. They have been invited to decorate the “community refrigerator” at Black Crow Coffee with their mural tour as inspiration.

LIZ ROGERS, Gallery Manager REPORT

GALLERY RESULTS (Retail calendar is 4-4-5; not month.)

GALLERY NOTES:

1. Member’s Exhibit
 - a. 13 items sold
 - b. \$4,790 total
 - c. Fox 13 TV spot on the exhibit ran March 1st during 6:00 news
2. New part-time gallery assistant Hilary Thompson started and is doing great!!

February 2020	February 2021	Difference
3,931 visitors	1,442 visitors	visitors ↓ -63%
\$40,258 total sales	\$30,409 total sales; Goal was \$ 10,082	↑202 % from goal; ↓-24 % from LY; % conversion rate (Goal was >18%)

JULIA COLLVER, Assistant Gallery Manager REPORT February 2021

SOCIAL MEDIA:

Facebook Followers: 7,088 (8 new followers); Unfollowed: 24); Likes: 7,002 (3 new likes; Unlikes: 24) Posts: 29 Boost: \$0
 Engagements (likes, reactions, comments, and shares): 3 – 972 per post Reach: 96-1,200 views per post

Instagram: 3232 followers; Posts: 13

Google: 20,423 total searches (2,863 more searches from last month),

1. 35.3k total views (6,900 more views from last month)
2. 66k views from photos on our Google profile
3. Five five-star reviews
4. 260 website visits
5. 575 photos of the gallery shared by the public to Google

Twitter: 2,627 Followers (16 new followers) Posts: 4

VOLUNTEERS:

1. 103 total volunteer hours this month
2. people reached out to volunteer online via VolunteerMatch.org

3. Weekly updates sent to volunteers via email. Messages include gallery safety, exhibiting work, images of new gallery work for sale, online content, and newsletter update reminders.
4. Volunteers updated when big sales happen and other success stories.
5. Feb 25, 2021 Attended SPAA Tax Considerations Zoom Workshop

KATIE DEITS, Executive Director REPORT *(Only posted what is related to promo, development or earned revenue)*

1. Spoke with Stacia at Regions who raised our Money Market interest rate from .05% to .15%
2. Spoke with OZK who raised our Savings Account interest from .05% to .15%
3. Received \$7,500 from Liz Reilinger to sponsor exhibit "Oh, the places we can go!"
4. John Mascoll donated \$7, 555 of wood turned art pieces for fundraising.
5. Worked on creating programming for Epicurean Delights exhibitions
6. Edited video of Members' Show.
7. Extensive promotion on social media.