

Artists Council 2020 Annual Report Fiscal Year 2020: July 1, 2019 – June 30, 2020

The Artists Council has continued to build on its successes as a newly independent nonprofit arts organization in the Coachella Valley. Careful planning and hard work in FY2019 paid off, and the organization was able to present its members and the community with a full roster of exciting exhibitions and workshops in FY2020, even as the immense impact of COVID-19 was felt in the fourth quarter. Despite uncertainties brought on by the pandemic, the AC has remained strong and poised to become a hub for artists and art lovers in the Valley and beyond. Below is an overview of our accomplishments in FY 2020.

Our Mission

To elevate artists through exhibitions, professional development, and community engagement.

Growing Membership

- AC membership expanded from 279 in fall 2018 to just over 300 as of June 30, 2020.
- We grew our general distribution list to include more than 1000 names. We continued to communicate with these parties regularly.
- 150 attended the Member Meeting at UCR Palm Desert. [January 31, 2020]
- "Super volunteers" helped support our member activities and other events: Terry Anderson, Anne Bedrick, Sharon Bock, Gary Borgstedt, Wallace Colvard, Suzanne Fromkin, Larry Hemmerich, Stacie Khouri, Paul Messink, Curt Miller, and Andrea Raft.
- As of June 30, 2020, we had 7 "Friends of the Artists Council," who each pledged \$1200 per year in support of the AC. Plans are underway to solicit more "Friends" in FY2021.

Evolving Board

• At the end of June 2020, the Artists Council Board members were: Chris Cozen, Shar Emami (Treasurer), Carlos Garcia, Barbara Gothard, David Hatcher (Chair), Carole Hatcher, Nancy Hunt-Weber, Tony Radcliffe, Mary Ann Sutherland (Secretary), and Uschi Wilson.

Exhibitions

- 2019 ACE Artists Council Exhibition: Our second show at The Galen, honoring long-time AC supporters Barbara and Jerry Keller, was an outstanding success. Works by 82 artists were displayed; 1200 attended the opening, and an average of 175 visitors came daily. [November 7-22, 2019]
- 5th Annual *Artistic Expressions* Exhibition: more than 100 art works were on display; over 500 attended the opening at the Palm Desert campus of UC Riverside. [January 6-31, 2020]

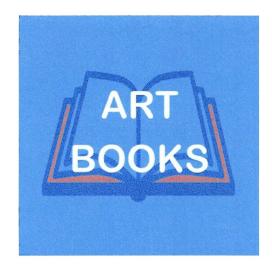


Engagement in the Community

- Attendance at Artists Council exhibitions continued to be strong.
- 50 Artists Council members submitted works for the AAP Food Samaritans online charity auction; 40 were selected by curator Katherine Hough to participate. [June 1-7, 2020]

Programs for Members

- The Art Books Club and the very popular Critique Group are meeting monthly [now by Zoom].
- A monthly Art Marketing Roundtable was completely subscribed [but later cancelled due to the pandemic].
- 44 members signed up to participate in two days of Open Studio Tours [scheduled April 4-5, 2020; but also cancelled due to the pandemic].





Professional Development

- Half-day workshops with accomplished local artist instructors:
 - Creating Watercolor Abstracts, Kathleen Scoggin [December 4, 2019; 10 attended]
 - ► Collage and Mixed Media, Mardi de Alexis [December 11, 2019; 12 attended]
 - ► Lighting in Art, Wallace Colvard [January 15, 2020; 17 attended]
 - ► Paint Your Own Reality, Karen Curry [January 16, 2020; 12 attended]

- ► Playing with Patterns, Chris Cozen [February 12, 2020; 15 attended]
- ► Ink Drawing, Diane Moore [March 4, 2020; 8 attended]
- ► Concertina Books, Connie Zane [scheduled for May 5, 2020, cancelled]
- Full-day or weekend workshops
 - ▶ Mixed Media: Contract and Expand, Chris Cozen [December 7-8, 2019; 16 attended]
 - Art of Survival, Cybele Rowe [February 22-23, 2020; 14 attended]
 - ► Acrylics, Golden A-Z and Acrylic Seascape, Nancy Seiler [March 6; 2020; 36 attended the free morning workshop, and 17 attended the afternoon workshop for a fee]
- Lectures with well-known figures in the art world; series in partnership with UCR Palm Desert:
 - ► Joyce Kozloff, Maps + Patterns. 130 attended. [February 7, 2020]
 - ► Bernard Liebov, Contemporary Art at the New Frontier. [Scheduled for March 202 cancelled]
 - ▶ James Riek, On Cropping, Color and Composition. [Scheduled for April 17, 2020, cancelled]

Technology and Communications

- In Spring 2020, the AC consolidated its recordkeeping for membership functions under the online Neon One platform. The Neon Constituent Relationship Management (CRM) system also offers donation and fundraising tools, online payment options for new members and member renewals, plus capacity for an online store and automated email solicitations and replies.
- A redesign of the AC website was started, with the addition of an online Member Gallery and links to the Neon store to facilitate purchases of members' artwork. A new Member Portal feature will allow members to update their profile information themselves.
- The AC's electronic newsletter was distributed monthly to our list of more than 1000 names. A separate but complementary "Artist Highlight" eblast communication highlighted an Artists Council member each month.
- Artists shared their work and ideas on the AC Facebook page, including the online "People's Choice" awards.



NEON CRM

Looking Ahead

- Planning is the key to the AC's future. We have developed a long-term strategy and goals, some of which have already been implemented (e.g., hiring an administrator in January 2020).
- Although planned activities had to be cancelled or put on hold during the pandemic, the AC was able to quickly adapt to the new world order resetting priorities, rescheduling, and moving events online. The AC Board and member groups shifted their regular meetings to Zoom without missing a beat. And plans were put into place to offer the AC's Education and Professional Development workshops, as well as future AC Exhibitions, in new virtual settings that have an added benefit of reaching a much broader audience than previously possible.
- Looking ahead, the AC's top priorities for FY2021 are to:
- preserve the organization through the pandemic;
- build development strategies for new funding sources;
- expand our Education and Professional Development opportunities for members;
- use our new technologies to best advantage for member and donor management; and
- secure the Galen as our permanent home.

Information Required in Artists Council By-Laws, Section 8

1. Required by Article 8, Section 6: Assets and Liabilities of the Artists Council Corporation as of the end of its second fiscal year ending 6/30/2020

COMMENTS ON FY2020

The Artists Council (AC) had a solid second year ending with a Surplus of \$3,424 and with Assets of \$81,501.

From July 2019 through June 2020, Member Income from new and renewed memberships contributed \$24,665. Two major exhibitions generated \$34,132 in Income, including catalog sales from our fall exhibition. Contributions from individuals, including our new Friends of the Artists Council, totaled \$16,328. Thus, Total Income for the year was \$87,895. Cost of Goods Sold, including members' share of art sold and the catalog production costs, totaled \$14,258. Expenses were mainly for Program & Event costs of \$36,165, for Administrative Expenses of \$18,126, and for Payroll Expenses of \$8,823 for our first employee. The balance of \$7,098 was for General Expenses. Total Expenses were \$70,213.

The Artists Council thus ended the year on an acceptable financial base, financially stable for the start of its third year.

Respectfully submitted,

David Hatcher Chair, Board of Directors Shar Emami Treasurer

2. Required by Article 8, Section 6: Annual Statement of Specific Transactions

There were no transactions by the corporation in which any director or officer or any holder of more than ten percent (10%) of the voting power of the corporation, its parent, or its subsidiary had a direct or indirect material financial interest. I hereby certify that these statements were prepared, without audit, from the books and records of the corporation.

David R Hatcher

David Hatcher, Chair, Board of Directors

Artists Council

Balance Sheet

As of June 30, 2020

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1000 Artists Council	81,028.07
Total Bank Accounts	\$81,028.07
Accounts Receivable	
1200 Accounts Receivable (A/R)	0.00
Total Accounts Receivable	\$0.00
Other Current Assets	
1090 Undeposited Funds	0.00
1400 Prepaid Expenses	473.21
Total Other Current Assets	\$473.21
Total Current Assets	\$81,501.28
TOTAL ASSETS	\$81,501.28
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable (A/P)	0.00
Total Accounts Payable	\$0.00
Other Current Liabilities	
2050 Accrued Payroll	1,553.72
2100 Sales Tax Payable	-0.29
Total Other Current Liabilities	\$1,553.43
Total Current Liabilities	\$1,553.43
Long-Term Liabilities	
2600 PPP Loan	3,200.00
2610 Economic Injury Disaster Loan	37,100.00
Total Long-Term Liabilities	\$40,300.00
Total Liabilities	\$41,853.43
Equity	
3000 Retained Earnings	36,224.00
Opening Balance Equity	0.00
Net Income	3,423.85
Total Equity	\$39,647.85
TOTAL LIABILITIES AND EQUITY	\$81,501.28

Artists Council

Profit and Loss

July 2019 - June 2020

	TOTAL
Income	
4001 Grant Revenue	1,000.00
4003 Room Rent	1,080.00
4110 Member	697.95
4111 Membership - New	3,534.52
4112 Sales-Membership Renewal	20,432.13
Total 4110 Member	24,664.60
4300 Exhibition Income	
4305 Art Show Entry Fees	-331.47
4310 Art Sales - Taxable	738.00
4325 Advertising Sales	4,712.10
4351 ACE Art Show Entry (deleted)	10,725.43
4352 UCR Art Show Entry (deleted)	1,761.00
4356 ACE Art Sales - non-Taxable (deleted)	950.00
4511 ACE Sales - Taxable (deleted)	7,026.48
4512 UCR Sales - Taxable (deleted)	8,550.00
Total 4300 Exhibition Income	34,131.54
4400 Class	10,185.00
4514 Sales of Catalog Income	505.58
4600 Unrestricted Contributions	
4605 Contributions - Individual	8,877.46
4610 Friends of the Artists Council	5,902.10
4615 Contributions - Business & Corporate	1,548.37
Total 4600 Unrestricted Contributions	16,327.93
Total Income	\$87,894.65
Cost of Goods Sold	
5000 Cost Of Art Sold	10,913.00
5005 Cost of Catalogs Sold	3,345.05
Total Cost of Goods Sold	\$14,258.05
GROSS PROFIT	\$73,636.60
Expenses	
6000 General & Administrative Expenses	
6005 Stationery & Forms	184.24
6010 Office Supplies & Software	4,043.63
6020 Legal & Professional Services	1,095.00
6025 Meals & Entertainment	1,029.17
6030 Printing	3,861.60
6035 Postage	128.00
6040 Office Rent - Galen	2,800.00
6045 Credit Card Costs	1,298.32
6055 Bank Charges & Fees	6.09

	TOTAL
6060 Insurance	2,040.82
6075 Website	1,639.00
6090 Payroll Expenses	
6091 Wages - Administrative	7,740.00
6092 Payroll Tax Expense	879.16
6093 Payoll Service Fee	204.00
Total 6090 Payroll Expenses	8,823.16
Total 6000 General & Administrative Expenses	26,949.03
6065 Taxes & Licenses	60.00
6100 Advertising & Marketing	6,525.00
6200 Program/Event Expenses	
6205 Classroom Rent - Galen	962.50
6210 Gallery Space - Galen	14,250.00
6215 Reception/Catering	7,044.20
6225 Workshop Expenses	6,280.00
6230 Professional Fees - Other	3,072.32
6235 Awards	4,556.00
Total 6200 Program/Event Expenses	36,165.02
6200 QuickBooks Payments Fees (deleted)	194.95
6500 Development Expense	318.75
Total Expenses	\$70,212.75
NET OPERATING INCOME	\$3,423.85
NET INCOME	\$3,423.85



Artists Council Preview Fiscal Year 2021: July 1, 2020 – June 30, 2021

In a year that no one could have imagined, the Artists Council remained resilient as it adapted to a changing world order during FY2021. Having already begun its transfer of member and donor records to a new online management system, and in the process of upgrading and expanding the organization's website when the pandemic hit, the AC emerged over the course of a difficult year as a newly technology-enabled arts nonprofit. Through its early transition to online meetings and workshops, it was able to continue to expand its Education and Professional Development offerings to members despite the shutdown. By taking its fall 2020 and winter 2021 exhibitions online in the realm of virtual 360-degree galleries, the AC became a trendsetter in the use of this new technology. And, most importantly, in the fourth quarter, the AC signed a lease with the City of Palm Desert to operate what was formerly Palm Springs Art Museum in Palm Desert -- the building, pavilion and fountain open areas. The renewable lease includes the use of the Faye Sarkowsky Sculpture Garden. Below is a preview of our accomplishments in FY 2021.

Our Mission

To elevate artists through exhibitions, professional development, and community engagement.

Retaining Membership

- Even as many of our artists encountered hardships and our roster numbers vacillated, AC membership remained fairly steady from a total of 336 in July 2020 to 330 in June 2021.
- We have more than 1000 names on our general distribution list. We communicate with these parties regularly, primarily through electronic mailings and social media.
- 54 new members joined the AC specifically to enter our first juried virtual exhibition of 2021.
- "Super Volunteers" continue to provide invaluable support during FY2021: Kersteen Anderson, Terry Anderson, Anne Bedrick, Sharon Bock, Gary Borgstedt, Wallace Colvard, Joe Gamble, Nancy Gesimondo, Suzanne Fromkin, Larry Hemmerich, Katherine Hough, Aleta Jacobson, Pat Kodet, Paul Messink, Curt Miller, Richard Pass, Nettie Pena, Merritt Price, Andrea Raft, Carla Roth and Ricardo Vela.
- As of June 2021, we had 13 "Friends of the Artists Council," who have each pledged \$1200 per year in support of the AC. Plans are underway to run a campaign to solicit more "Friends" and other levels of Sponsors in FY2022.
- In December 2020, we initiated our Membership Grants program to cover membership dues for members who apply for assistance due to financial hardships. We also created a means for others to donate funds to the Membership Grants program in support of their fellow artists. As of June 2021, \$1,350 in restricted grant funds had been raised, and six grants had been awarded.

Striving for Social Justice

- In July 2020, we distributed the results of a member survey sent out in June to identify how the Artists Council might respond to the national discourse on Social Justice. Roughly 60 percent of our membership felt that the Artists Council should address racial equality and social injustice issues, primarily in these ways:
- Expand membership to include more people of color;
- Invite noted artists of color to discuss how art and activism can intersect;

- Establish a page on our website with links to articles, videos, art activist groups or forums that discuss these issues:
- Create ties to other arts organizations that represent artists of color.
- In July 2020, we hosted "Art and Activism," a Zoom conversation between Director of Education and Professional Development Chris Cozen and U.C. Irvine instructor Jenny Doh, who teaches courses on this topic. [July 29, 2020]
- We included a new statement on our website to affirm our commitment to Social Justice: "The Artists Council is committed to a fulfilling creative life for all and recognizes the powerful impact art can have on our world, both in the making of art and exposure to it. Our concept of inclusion embraces all races, genders, ages, religions, identities, personal experiences and lifestyles. Cultural inclusion is one of our guiding principles."
- A new Artists Council Social Justice group was formed, also in July 2020, and four members volunteered to join with group leader Carlos Garcia, Director of Development, Social Justice and Surveys, to participate in this group: Ricardo Vela, Paul Messink, Sheila Passon, and Nettie Pena.

Evolving Board

- As of June 2021, the Artists Council Board members were: Chris Cozen, Shar Emami (Treasurer), Jerry Fogelson, Carlos Garcia, David Hatcher (Chair), Carole Hatcher, Nancy Hunt-Weber, Tony Radcliffe, Mary Ann Sutherland (Secretary), and Uschi Wilson.
- In December 2020, after many years of involvement with the Artists Council, Barbara Gothard stepped away from active board participation and was appointed Board Member Emeritus.



Exhibitions

- Illusions: Our first virtual exhibition, hosted on our redesigned and newly expanded website, featured the works of 10 of our Super Volunteers. This small show was designed as a "proof of concept" demonstration exhibition for our first 360-degree virtual gallery. [October 5-18, 2020]
- Holiday Squares: For our first annual Holiday Squares Exhibition and fundraising Sale, artist members submitted a total of 85 8"x8" artworks to be showcased in our exciting 360-degree virtual gallery format. Proceeds of artwork sales were donated back to the Artists Council, raising \$3,400. [November 9 December 13, 2020]
- Reflections 20/20: The Artists Council's first juried virtual exhibition of 2021 attracted 221 submissions from 20 states and three other countries. Our two jurors Robert Leathers and Rodney Lubeznik selected 89 entries to be featured in the online exhibition, which was displayed in three ways: an automatic tour of the 360-degree virtual gallery, a traditional flat format with the artists listed alphabetically, and a direct link to each artist from a list of names. Six of the participating artists were chosen by the jurors to receive an Award of Merit: Roberta Ahrens, Bart Baxter, Stacey Gregory, Nash Lawrason, Nettie Pena and Linda Stokey. As of mid-March 2021, the exhibition had received 1,100 virtual visitors whose average viewing time was an impressive 3 minutes/45 seconds. [February 22 April 2, 2021]

• Hot Times – Cool Art: Our first non-juried virtual summer exhibition and sale received submissions from 84 members. This online flat show was open to all AC members with the option to have artwork remain online in the AC website's Member Gallery following the end of the show. [June 14 – August 1, 2021]

Engagement in the Community

- Participated in a community partnership with the AAP-Food Samaritans in Palm Springs to support their summer online fundraising auction, which had started in June 2020 but continued into July 2020.
- Became a "supporting partner" to the Old Town Artisan Studios in La Quinta and the Desert Plein Air Association as part of our new general policy to collaborate with and lend support to artists and art organizations of all kinds in the Coachella Valley.
- A springtime project sponsored by the Old Town Artisan Studios Eggscellence saw more than 10 Artists Council members contribute painted ceramic eggs for auction, part of a fundraiser with 100% of the proceeds earmarked for the studios' community outreach programs. [March 1 April 1, 2021]
- Took initial steps in collaboration with the College of the Desert in Palm Desert to create a mentoring program to match art students with Artists Council members who will offer professional guidance.
- Together with The Foundation for Palm Springs Unified School District and The Fogelson Family Foundation, the Artists Council co-sponsored the Georgia Fogelson Scholarship awards presentation to honor the 2021 recipients at a June ceremony in Palm Springs. This program, founded by AC Board Member Jerry Fogelson as a gift to his wife Georgia and now continued in her memory, is available to successful high school students from throughout the Coachella Valley whose future art-related area of study may range from teaching to technology. Starting in 2022, the awards ceremony for these scholarships will be held in the new Artists Council building in Palm Desert. [June 24, 2021]

Programs Exclusively for Members

- Our new Member Gallery, an ongoing online exhibition and sale of artwork by Artists Council members, was launched in October 2020. Members are able to submit artwork images via a private Member Portal tool on our website and to sell artwork through our online store. As of March 2021, 53 artists were participating in the Member Gallery.
- The Art Books Group and the Critique Group continued their monthly meetings on Zoom.
- A second Collage Group was founded in January 2021, as the first group (aka "Ripped and Torn") continued to meet regularly with maximum participation.

Member Education and Professional Development

- During FY2021, we ramped up our workshop and lecture offerings to provide an increasing number of Artists Council classes via Zoom. This enabled us to include participants from locations beyond the Coachella Valley, serving members as well as the general public for a fee. These well-attended classes covered their costs and raised additional funds to contribute to the bottom line.
- Acrylic Problem Solving, a 3-part workshop with Chris Cozen our first re-fashioned series held on Zoom [30 attended on July 15; 26 attended on August 5; and 19 attended on August 26, 2020]
- "Art and Activism" discussion between Chris Cozen and U.C. Irvine instructor Jenny Doh [27 attended on July 29, 2020]
- "Kocktails with Klimt," a showcase of the Austrian artist led by Bobbie Rich [10 attended on August 19, 2020]
- "The Art of Acrylic Skins" with Evelyn Caro, a 4-part class [5 attended on September 15, 22 & 29 and October 6, 2020]
- "Mindfulness Workshop" with Aleta Jacobson, a 3-part session [3 attended on Oct 5, 12 & 19, 2020]
- "Pursuing Acrylics: Layer by Layer," a 5-part class led by Chris Cozen [22 attended on Oct 21 & 28, November 4, 11 & 18, 2020]
- "Meditative Art" with Aleta Jacobson in 3 sessions [5 attended on November 30, December 7 & 14, 2020]
- "Under a Starry Sky Holiday Paint Party" with Bobbie Rich [11 attended on December 11, 2020]
- "Overcome Your Creativity Obstacles: 3 Secrets Every Artist Needs to Know" with David Limrite and C.Jordan Blaquera [21 attended on January 7, 2021]



- "Learn PROCREATE Digital Art App" in 3 sessions with Pat Kodet [19 attended on January 20, 21 & 22, 2021]
- "Advanced PROCREATE (Module 2)" in 2 sets of 3-day sessions with Pat Kodet [12 attended on February 3, 4 & 5 and Feb 10, 11 & 12, 2021]
- "Portrait Drawing" in 5 evening sessions with Steven Ohlrich [3 attended on Feb 15 & 22 and March 1, 8 & 15, 2021]
- "Impromptu: Water-Media Meets Line-Work" in 2 sessions with Chris Cozen [10 attended on February 16 & 23, 2021]
- "Mixed Media Collage & Pastel Workshop" in 2 sessions with Micah Goguen [8 attended on March 18 & 25, 2021]
- "Wildflower Tangle Weaving Negative & Positive in Acrylics" in a 2-day workshop with Linda Kemp [13 attended on May 14 & 15, 2021]
- "Paper Possibilities on the Gel Plate" in 2 sessions with Kristen Powers [13 attended on June 5 & 12, 2021]
- "Mixed Media Passport: A Journey in Experimentation" in 6 sessions with Micah Goguen [11 attended from June 14 through July 19, 2021]

Artists Council Goes Virtual



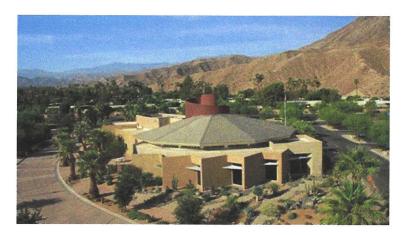
Technology and Communications

- We expanded our use of our new Neon CRM technology to track membership data, contributions and correspondence to members. As we moved our exhibitions online into a virtual gallery, we were able to link displayed artwork to the Neon store to facilitate online sales.
- Our newly redesigned and expanded website was launched in September 2020. Through a private Member Portal, members now are able to view their personal profiles with information linked from the Neon platform. They also can use this portal to post artwork for sale in the online Member Gallery, which links to the Neon store for purchasing. An online calendar of events clicks through directly to EventBrite to encourage online registration for our Zoom classes. New members and renewing members can sign up

- or make a donation -- from buttons on the homepage. And as we unveiled our exciting new 360-degree virtual gallery technology for our online exhibitions, these too were showcased and easily accessible on the Artists Council website.
- Among others, there have been multiple live local TV interviews featuring AC board members on KMIR and Eye on the Desert. Print articles promoting our exhibitions appeared in The Desert Sun, Desert Star, CV Independently Weekly, and the Greater Palm Springs Convention & Visitors Bureau publications.
- Our monthly newsletter an electronic eNews blast continued to provide information on workshops, artist grant opportunities, exhibitions, profiles of key Artists Council directors and contributors, and special events. A separate e-blast profiled our "Artist Highlight" of the month, recognizing artist members who volunteer for the Artists Council or who are active in the community.
- Artists continued to share their work and ideas on the AC Facebook page.

Looking Ahead

• Planning for the future – for growth, for the organization's new home base, for a time beyond the pandemic – played a large role in the AC board's work during FY2021. The board held a remote, all-day planning workshop in August 2020 to map out new strategies and focus for the organization's evolving identity. Work continued on our 5-Year Plan. Development activities will be ramped up in the near future to maximize our fundraising strategy and outreach.



- Negotiations with the City of Palm Desert resulted in a lease agreement dated April 1, 2021, for the Artists Council to assume operation of the former Palm Springs Art Museum in Palm Desert, including the building galleries and education classrooms, the pavilion and fountain open areas. The lease also allows for use of the Faye Sarkowsky Sculpture Garden. The new Artists Council home will become a hub of artistic activity for the greater Palm Desert community as well as for AC members in the Coachella Valley and beyond. The Artists Council will present a full range of programs, including juried and non-juried art exhibitions, classes, workshops, critiques, book clubs, lectures and salons. Additionally, new activities will include receptions, art films, visiting artists-in-residence, "sip and paint" evenings and studio tours.
- The Artists Council also is planning to serve the desert community by organizing art exhibitions showcasing local students, working with other Valley arts organizations to offer meeting space, presenting workshops featuring nationally renowned instructors, and hosting interdisciplinary events and exhibitions showcasing textile arts, music, dance and video.
- In preparation for full occupancy by the Artists Council in Fall 2021, the building will undergo some retrofitting, including installing light fixtures, procuring furnishings and conforming to COVID regulations.

David R Hatcher

David Hatcher, Chair Artists Council Board of Directors