



PLEIN AIR PAINTERS
OF NEW MEXICO

PAPNM

TRADITION ESTABLISHED 1898

2021 Year in Review

Phyllis Gunderson, President

Carole Bellivieu, Vice President

Wendy Ahlm, Secretary

Ginny Bracht, Treasurer

Jane Frederick, Membership & Education Director

Elizabeth (Beth) Ming Cooper, Events Director

Stephanie West, Communications Director

Natasha Isenhour, Past President

President's Report: Set Strategy in 4 areas

Phyllis Gunderson



Three towards the general membership, one on board efficiencies

1. Increase membership numbers and participation

- ✓ Appeal to more professional and aspiring artists
- ✓ Increase membership revenue
- ✓ Define more artist centric activities in events
- ✓ More educational events
- Define more growth opportunities for artists

2. Increase transparency with our members

- ✓ Demonstrate more inclusive behavior
- ✓ Have 2 to 3 open board meetings
- ✓ Increase volunteerism

3. Increase sales opportunities for our members

- ✓ Shows
- Online sales

4. Decrease complexity and cost of Board Operations

- ✓ Decrease cost of web hosting
- ✓ Eliminate duplicative and unneeded files on the web

Vice President's Report

Carole Bellivieu



- ◆ Working Yearly Financial review results: Carole Belliveau and Cynthia Inson, Kat Hanson with assistance of Ginny Bracht
- ◆ In Support of Communications
 - Encouraged members to join the Board or volunteer to help them, Encouraged people I met Plein Air painting to join the membership giving out our promotional card.
 - Advertising
 - ◆ Created a spotlight online exhibit page for our 13th Annual National Members Exhibition in . . . Western Art . Collector at [Https//www.westernartcollector.com/shows](https://www.westernartcollector.com/shows)
 - ◆ Worked with Gina at Plein Air Magazine to encourage ad sales
 - ◆ Worked with Karen Halbert to streamline the instructions for sending emails on the PAPNM Website.

Vice President's Report

Carole Bellivieu



◆ In Support of Events:

- Assisted and monitored Zoom calls for the implementation of all three shows this year
- Co-chaired the 13th Annual National Juried members show and Exhibition:
 - ◆ We had 264 total entries by 93 artists with 74 artists accepted and invited
 - ◆ Wrote Prospectus, Gallery Contract. Sent Emails detailing National Show Information
 - ◆ Assembled the national show team and worked with them for months on every aspect of the show
 - ◆ Found and appointed the Entry jurors, arranged payment, delivery and return of their paintings
 - ◆ Acted as contact point for Sorrel Sky gallery with Karen Campbell
 - ◆ Managed questions from the membership on entry information.
 - ◆ Organized the volunteers into a team for intake and pick up of paintings
 - ◆ Organized book and receipt of biographies.
 - ◆ Provided a gift for our photographer and the staff at Sorrel Sky.

Secretary's and Historian's Report

Wendy Ahlm



◆ Secretary

- Created and managed Decision Register for logging Board Decisions
- Recorded meeting Minutes for 6 meetings (prior to the December meetings)

◆ Historian (Anita West)


- Informed History page on PAPNM website (See Communications Report)
- Informed the update of the PAPNM logo (See Communications Report)

Treasurer's Report

Ginny Bracht



2021 Budget to Actuals through October 31, 2021

- ◆ Top level and Director Budgets established
- ◆ New billing for Dues: Annual to 12 months
- ◆ Annual Finance Review held to review of accuracy and appropriateness of All Transactions, Profit and Loss Statements reported to BOD. Documents to be posted.
 - 2021: Carol Bellivieu, Cynthia Inson with support from Ginny Bracht
 - 2020: Phyllis Gunderson, Carole Bellivieu, Ginny Bracht, with support from Donna Barnhill of 2019
 - 2019: Natasha Isenhour, John Meister, Pat Leister with support from Donna Barnhill of 2018
- ◆ Budget to Actuals chart 

	Budgeted	Actual (through)	Difference	Notes	Updates to date:
Income					
Advertising Income by Members	\$ 9,000	\$ -	(\$9,000.00)		As of December 7, \$5419 has come in for the co-op ad, and \$1446 is pending.
Contributions and Support	\$ 2,000	\$ 2,191	\$191.00		
Membership Dues	\$ 7,000	\$ 9,480	\$2,480.00		
Painting Sales	\$ 11,000	\$ 9,421	(\$1,579.20)	This is the sum of the artist percentage and the PAPNM percentage. Artist percentage is not considered income to PAPNM, but does pass through our bank account.	As of December 7, the actual total is \$29,517.22 thanks to phenomenal sales at National. Of this, the PAPNM portion is \$5386.50, and the artist portion is \$24,130.72.
Participation/Dinner Fees	\$ 1,500	\$ 1,334	(\$166.00)		
Show Entry Fees	\$ 14,000	\$ 9,760	(\$4,240.18)		
Workshop Income Fees	\$ 6,000	\$ 9,240	\$3,240.00		
Total income	\$ 50,500	\$ 41,426	(\$9,074.38)		
Expense					
Advertising	\$ 14,500	\$ 20,321	(\$5,821.27)	This deficit will be eliminated by member payments on co-op ads	
Artist Percentage of Sale	\$ 9,000	\$ 8,189	\$810.95		
Awards	\$ 8,000	\$ 3,770	\$4,230.00		
Bank Fees	\$ 1,350	\$ -	\$1,350.00		
Cafe fees	\$ 1,200	\$ 768	\$432.33		
Domain Registration Fee	\$ 50	\$ 21	\$28.83		
Insurance - nonemployee	\$ 600	\$ 550	\$50.00		
Miscellaneous Expenses	\$ 400	\$ 144	\$255.61		
Postage and Delivery	\$ 200	\$ 244	(\$44.40)		
Professional Services fees	\$ 200	\$ -	\$200.00		
Show Expenses	\$ 9,300	\$ 9,803	(\$502.80)		
Supplies and Materials	\$ 700	\$ -	\$700.00		
Website Maintenance	\$ 3,000	\$ 3,642	(\$642.13)		
Workshop Expenses	\$ 2,000	\$ 7,770	(\$5,770.00)	The expenses were higher because the income was higher, and instructors were paid on a per-student basis.	
Total Expenses	\$ 50,500	\$ 55,223	\$ (4,723)		

Treasurer's Report

Ginny Bracht

◆ Profit and Loss Chart

Jan - October 2021



Plein Air Painters of New Mexico

Profit and Loss
January - October, 2021



	TOTAL
Income	
Artist Percentage Pass-Through	7,383.22
Contributions and Support	2,191.00
Membership Dues	9,480.00
Painting Sales	2,037.58
Participation/Dinner Fees	1,334.00
Sales of Product Income	859.75
Show Entry Fees	9,759.82
Uncategorized Income	481.87
Workshop Income Fees	9,240.00
Total Income	\$42,767.24
GROSS PROFIT	\$42,767.24
Expenses	
Administrative Fees	
Affinipay Fees	900.25
Cafe fees	550.00
GoDaddy	21.17
Insurance	550.00
PO Box Rental	146.00
Quickbooks	979.05
Secretary of State Filing	44.39
Website	2,085.98
Total Administrative Fees	5,276.84
Advertising	20,321.27
Artist Percentage of Sale	8,189.05
Awards	3,770.00
Cafe fees	217.67
Contributions	200.00
Membership Communication	108.62
Miscellaneous Expenses	481.87
Postage and Delivery	98.40
Printing and Reproduction	141.39
Show Expenses	9,802.80
Workshop Expenses	7,770.00
Total Expenses	\$56,377.91
NET OPERATING INCOME	\$ -13,610.67
NET INCOME	\$ -13,610.67

Treasurer's Report

Ginny Bracht

- ◆ Proposed 2022 Budget - to be reviewed at first meeting in 2022 and approved by the 2022 BOD

Proposed PAPNM Budget - CY 2022		
Income	Total	
Contributions and Support	\$ 3,000	Donations for awards and other activities
Membership Dues	\$ 14,700	\$40 per 12 month membership
Painting Sales (PAPNM percentage)	\$ 5,000	Net income to PAPNM (general 10% of sales depending venue contract)
Participation/Dinner Fees	\$ 2,000	
Show Entry Fees	\$ 11,000	Net received from Cafe from entry fees paid by artist minus Cafefees and processing fee
Workshop Income Fees	\$ 8,000	Total income paid by workshop participants
<i>Total income</i>	\$ 43,700	
Expense	Total	
Advertising	\$ 8,850	Magazines, social media, newsletter
Awards	\$ 7,500	
Affinipay Fees	\$ 900	Percentage of each transaction
Cafe fees	\$ 1,300	Annual subscription and per-show fees
Domain Registration Fee	\$ 25	
Website Hosting	\$ 920	Already paid for 2022
Insurance - nonemployee	\$ 600	
Annual Corporate Report	\$ 45	
Miscellaneous Expenses	\$ 1,100	Incidental expenses
Postage and Delivery	\$ 380	PO Box rental, mailing checks, communication to new members
Professional Services fees	\$ 890	Zoom account; Quickbooks subscription
Show Expenses	\$ 13,000	Judge fees, juror fees, ribbons, printing, venue fees
Workshop Expenses	\$ 7,200	Workshop presenter fees
Checking Account Reserve	\$ 790	
<i>Total Expenses</i>	\$ 43,700	
Additional information		
Pass Through	Total	
Painting Sales (Artist percentage)	\$ 9,000	
Co-Op Advertising (Artist percentage)	\$ 3,000	



Membership & Education Director: Jane Frederick



- ◆ Increase in membership 18% over last year
 - Grew to 340 artists including 72 NEW members
- ◆ Added one new Signature Member - Carole Bellivieu
- ◆ Decreased cost and complexity
 - Contacted and Archived most patron members identifying 6 active patrons
 - Cleaned up contact lists - significant cost savings to web management services
- ◆ Implemented digital membership card
- ◆ Sponsored the design of Signature Certificates
- ◆ Transitioned membership dues from Annual to 12 months from sign-up

Membership & Education Director: Jane Frederick



◆ Education

- Golden Paint Demo with Phil Garrett (4/29/2021)
- 3 workshops Sponsored in conjunction with Events (see Events Report)
 - 48 participants
- How to Videos developed (See Communications Report)
- How to pages on our website developed (See Communications Report)

Special thanks to Karen Halbert, Stephanie West, Beth Cooper and Wendy Ahlm for all their invaluable assistance

Event Director

Elizabeth Ming Cooper



- ◆ Paint outs - 20 regular Paint Outs
 - 2 Regional Coordinators: Suzanne Schleck (Taos and northern areas) and Charles Coutret (Albuquerque and Santa Fe areas)
- ◆ Special Events
 - Horse Ranch Paint Out - 2 day in Moriarty in March - 20 artists
 - Ghost Ranch Paint Out - 3 day - 25 artists
- ◆ On-Line contests - 4, Coordinator Karen Halbert
 - 213 paintings
 - Prizes awarded 1st, 2nd and 3rd
- ◆ Workshops
 - Tobi Clement as part of Jemez show - 22 participants in 2 sessions on site
 - Bill Galen 2 day class - 12 participants
 - Chris Morel as part of National, 2 day class - 14 participants
- ◆ Event Notebook updated to V3 - step by step outline and associated documents for juried and non juried events
- ◆ Streamlined the Events Page and training for Events Team members

Event Director

Elizabeth Ming Cooper



◆ Exhibitions and Shows

- 2 events did not occur due to COVID concerns: Signature and Signature Masters Invitational at the Fechin and Ruidoso paint out and Show
- Jemez Cool Town, Hot Springs Paint Out hosted by Jemez Fine Art Gallery, Chaired by Wendy Ahlm and Susan Nichols, Held April 14-24
 - 61 registered participants, 47 artists elected to hang work, 111 paintings hung, 18 paintings sold
 - New Activity - Mini's - 40 turned in, 9 sold
 - 13 Awards cash and in kind - \$2,500
- Taos Plein Air - Painting the Enchanted Circle Paint Out and Show hosted by Nightingale Fine Art Gallery, chaired by Dick Wimberly and Beth Cooper, held September 18-25
 - 44 registered participants and 8 paintings sold
 - Quick Draw at the Overland Sheep Company - 20 participants - judged by Damian Gonzalez. Hung at the Blumenschein Museum
 - Welcome Pizza Party at at Taos Outback Pizza was well attended
 - 11 Awards cash and in kind valued at \$1969

Event Director

Elizabeth Ming Cooper



◆ Exhibitions and Shows

○ 13th National Juried Members Exhibition and Show

- ◆ 264 total entries by 93 artists with 74 juried in artists, paintings hung, 44 paintings sold with a value of \$33,295 A PAPNM RECORD!
- ◆ National entry jurors - Paul Kratter, Carolyn Lord, Terri Ford and Joe Anna Arnett.
- ◆ Jill Carver - Juror of Awards. Jill was insightful in her analysis of the Awards given by her.
- ◆ A huge opening crowd over 100 showed up for the reception kick off.
- ◆ Added a new award - Founders Award
- ◆ 7 master signature artists hung 8 paintings and 4 sold
- ◆ Thank yous:
 - ◆ Kat Hanson and Lee MacLeod were super, each contributing above and beyond what was asked of them.
 - ◆ Merrimon Kennedy worked hard to get some wonderful prizes this year. As a result of her efforts we were able to come in on budget with more prizes and a conservative outlay of PAPNM payouts in cash. Our Volunteers really came through for us.
 - ◆ A huge thank you to: John Meister, Gwen Ethelbach, Kat Hanson, Andra Nyman, Katherine Irish, Paige Smith- Wyatt, Linda Wells, Lee MacLeod, Marcy Williams, Cynthia Inson, Terry Davis, and Harriet Huff all of whom made intake day go without any trouble.

Communications Director

Stephanie West



◆ Website

- Ongoing archiving, organization, removing redundancies and reducing in file sizes
- Home page updates for 2022 events plus additional images of membership made visible
- Designed and implemented the history page
- Products and Store functionality added
- Online Gallery Redesign

Communications Director

Stephanie West



◆ Advertising

- New publishers: Taos News, New Mexico Magazine
- First time 9 ads were made by PAPNM for a message consistency
- Digital presence: 12 ads, 6 magazine posts
- Press releases (4), two of which gain free press and radio interview
- YouTube: 17 new videos added to channel

◆ Analytics

- Pages with highest visits are Paintouts then Contests
- Videos with highest visits are "How to pack Watercolors by Wendy Ahlm (875 views , 'Landscape Painting in Pastel' by Beth Cooper (683 views)

In Sum -

We made great progress on most of goals for 2021!



1. Increase membership numbers and participation
 - ✓ Appeal to more professional and aspiring artists
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 - ✓ Demonstrate more inclusive behavior
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Thank you for all you do - looking forward to 2022