

AGG ADVERTISING COMMITTEE JOB DESCRIPTIONS

Advertising Co-Coordinators (Eva Egensteiner and JoAnn Alarid)

- Oversee all committee functions
- Coordinate projects between other committees, Long range planning
- Hold quarterly meetings or as needed through email or in-person
- Maintain list of committee members and job descriptions
- Update information for advertising jobs
- Prepare reports/updates for board and membership meetings

Current Advertising/ PR:

- *Visit Gainesville* website Event Listing
 - >Explore > Arts & Culture
- *Visit Gainesville* website web page
 - <http://www.visitgainesville.com/attractions/gainesville-artisans-guild-gallery/>
- Visit Gainesville
 - Event listing – where is this on their website
- AGG Website – updating Feb-March 2017
- AGG Facebook
- Rack Cards
- Monthly Customer Email Newsletter
- WUFT FM Underwriting Radio Ads
 - Nov. (Holiday Open House)
 - Other (Red Dot Sale)

• **GAINESVILLE SUN BUSINESS SECTION (Eva)**

- Contact: Anthony Clark, Editor
- Anthony.Clark@gvillesun.com
- Once a year, usually in **May**. Send list of Board of Directors and Chairs.

FREE

• **VISIT GAINESVILLE, ALACHUA VISITORS BUREAU BROCHURE: (Eva)**

- Contact: Jana Wisdom
 - jwisdom@compassmedia.com
 - VisitGainesville
 - 30 E. University Ave. Gainesville, FL 32601
 - 352-374-5260
 - 1-866-778-5002 www.visitgainesville.com
- About 160,000 were printed (two year supply), distributed to conferences, Shands, the centers at the Florida border, Visitors' Bureau, Airport, etc. Also we are on their website under shopping, downtown and culture, etc. If we want to be in their next issue, check in early 2015.
- Make sure they always have a good supply of our rack cards. They display them and take them to the Airport for us.

COST: \$650 (4 installments) Every 2 years. Submitted Ad materials for 2016-17

• **RADIO: WUFT-FM: (Eva)**

- **Managed by Eva**
- “Underwriting” that places our radio Ad
- Contact: Pamela Simpson, Corporate Marketing Representative
Division of Multimedia Properties, College of Journalism and Communications,
pamelalsimpson@wuft.org

COST: Roughly \$330 for 16 spots

• **VETS FOR PEACE WINTER SOLSTICE CONCERT (Eva)**

- Contact: Member Steve Hunter
- Business Card size Ad

COST: \$25

- **WEBSITE & EMAIL ACCOUNT (Kim and Pennie):**
 - <http://www.artisansguildgallery.com>
 - **Kim handles monthly website updates, new members pages, and general updates**
 - **PENNIE handles email correspondence**
 - Host: Weebly
 - Go to <http://www.weebly.com>
 - Log in Email – artisansgallerygainesville@gmail.com
 - Password - 2016AGG!
 - Member's only page password - AGG2016
 - Weebly is where the domain name is registered and is the website development program (Weebly Pro). Click on Artisans Guild Gallery in the upper right corner, then ACCOUNT and go to MY SERVICES to see the details.
 - Be sure to LOGOFF when finished.
 - **Duties:**
 - Update Home page for monthly marketing themes / promo's and special events
 - Promote ArtWalk event
 - Add new member pages and remove departing member pages (quarterly)
 - Update member photos, bios, etc.
 - Update content site-wide when needed

COST: ???

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- **SPECIAL EVENTS, Coordinator (JoAnn Alarid)**
 All Special Events should be brought to the chairman for scheduling in Advertising Calendar and coordinating with other committee chairmen
 Coordinates , Holiday Open House, SAM Show, 706, etc
Need to work on this and work on the calendar
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- **MEMBER NEWSLETTER (Jeannie)**
 - Monthly email to all AGG members
 - Includes important info., weekly sales, member news, and community business updates

FREE

• **MONTHLY CUSTOMER NEWSLETTER - MAILCHIMP (Diana):**

- **Access:**
 - www.mailchimp.com
 - Username: artisans32601
 - Password: agg32601
 - Account email address should be the same as our website email: info@artisansguidlgallery.com (if not, please change it every time)a
- **Duties:**
 - Send out Monthly – one week before ArtWalk to promote the event
 - Send out 2x / month during Nov. & Dec., and 2x / month during Red Dot sale months (July & August)
 - Customer email database updated by AGG member by entering names from gallery sign-up sheet, and from monthly ArtWalk drawings. This “Subscriber” list can be exported as a CSV file and gets sent to our email. CSV file can be opened in Excel.

FREE: up to 2000 recipients (at roughly 1540 as of Jan 2017)

• **CUSTOMER EMAIL DATABASE LIST - ON MAILCHIMP (Lynda Ryan)**

- **Access:**
 - www.mailchimp.com
 - Username: artisans32601
 - Password: agg32601
 - Select “Lists” from top menu bar
 - Select “Gainesville Artisans’ Guild Gallery Newsletter” from 2 list options
 - Select “Add Subscribers” from submenu
 - Can select “Export List” , which will email a CSV file to info@artisansguildgallery.com (Eva checks this through our Website) CSV file can be converted to Excel spreadsheet.
- **Duties:**
 - Regularly enter into Mailchimp database all new customer email addresses from gallery sign-in sheets and from Monthly ArtWalk drawings

Roughly 1540 customers in database as of Jan 2017

- **MONTHLY MARKETING THEME (Diana)**
 - **Develop Monthly Marketing Theme to promote gallery**
 - Diana Emails Theme to:
 - Scene Magazine, Artwalk and Visit Gainesville
 - AGG Facebook team (Kana, Vicki, JoAnn B, Mitzi A.)
 - AGG Display committee chair (Trude Spillane, Linda Pence)
 - AGG ArtWalk coordinators (Carmen and Joa)
 - AGG Co-Presidents and VP (Marilyn, Candace, Jeanne)
 - Promote Theme on:
 - AGG Website (Kim and Pennie)
 - AGG Facebook (Kana, Vicki, JoAnn B, Mitzi A)

Proof read and write all print materials, promotional ads, postcards, posters, etc.
Make sure that they go to the various committee members on a timely basis, refer to the master calendar

NO COST

PRINT / Marketing:

- **SCENE MAGAZINE, CALENDAR, ART COLUMN, Gainesville Sun (Appears On Thursdays) : (Judi Cane)**
 - ***For full press release, images or more information than just for the Calendar listing,***
Bill Dean; bill.dean@gvillesun.com or Scene Magazine email is:
scene@gvillesun.com
 - ***For Monthly Calendar listings to: Nicole Deck, calendar editor: calendar@gvillesun.com***
 - Send listing 2nd to last Thursday of each month. Will run every Thursday for entire month. Must be in at least one week before the end of the month.

- Holiday Season – make pitch for Holiday Open House with image of ornaments
- Maybe give him names of new members 4x year

FREE

- **ARTWALK EMAIL NOTIFICATIONS & BROCHURE (Judi Cane):**

- Contact: ArtWalk Coordinator Frank Curtis
- Frank's email address is: artwalkgainesville@gmail.com
- **Duties:**
 - Around the 15th of Every Month, email Frank our Marketing Theme.
 - Also give her the name of our musical performers for that week (*contact Carmen for info*).
 - ArtWalk is held the last Friday of every month, except in Nov. and Dec.

COST: about \$25/month = \$300 Annually

Visit Gainesville Online Events

need to add info

- **DROPBOX ACCOUNT: (Eva and Ray)**

- **Eva - "owner" of account**
- **<https://www.dropbox.com/home/NEW%20AGG%20Master%20Folder%202014-15>**
- **Password: AGGDropBox**
- Password: Everyone has individual Drop Box account and password
- Invited Members: Eva, Katherine, Mindy, Deborah, Lynne, Stephen Cate (Sharon), Peter

COST – FREE - using Eva's Account

- **RACK CARD (Kim)**

Printed 1-2 times a year

Current Printer: Stewart Thomas' Palmstone Studio palmstone@gmail.com

COST: \$313 for 5000

PRINTER: Stewart Thomas' Palmstone Studio (palmstone@gmail.com)

- **HOLIDAY OPEN HOUSE INVITATIONS: (Kim)**

- Roughly 2500 printed.

COST: \$351 for 5000 cards (no mail out) – 2014

PRINTER: Stewart Thomas' Palmstone Studio (palmstone@gmail.com), 2014

Holiday cards, Rack cards, Posters, Ads, Bookmarks, etc need to have text, image and dimensions. 1 week to produce and 1 week to print

Other Printed Materials

- **GUILD MEMBER BIO CARDS: (Rick Shamel)**

- **Managed by Rick Shamel:**
- Eva, JoAnn (and Rick) should check levels regularly and contact him if resupply is needed

COST: ??

- **GALLERY FORMS / DOCUMENTS (Abby Hogan, Diana, Eva):**

- **Managed by Abby Hogan**
 - Daily Sales Record (1 page)
 - New Member Information (1 page)
 - Application & New Member Applicant Release (2 pages)
 - Artist/Member Commitment Sheet & Other Important Aspects of Membership (2 pages)
 - Monthly Sales Sheet (1 page)
 - Daily Sales Totals (1 page)
 - Card Inventory (1 page)

- Inventory (1 page)
- Need This New Form (1 page; red paper)
- Customer Survey (1 page)
- Taking Artwork Home (1 page)
- Mailing List Sign Up (1 page)
- Mystery Inventory Sheet (1 page; pink paper)
- Missing Item Report) (1 page; yellow paper)
- Gift Certificate (for record book) (1 page)
- Credit Certificate (for record book) (1 page)
- Standards Committee Worksheet (1 page)
- Artisans' Guild Gallery Flyer (1 double sided page; green paper)
- My Work Can Also Be Seen At (green card stock)
- Artisans' Guild Gallery Business Card
- Gift Certificate (card stock)
- Credit Certificate (card stock)
- Folded Flyer

COST: ??

PRINTER: Xerographics

Printed Media Distribution and Planning

- **POSSIBLE FUTURE AD OPPORTUNITIES:**
 - Phillips Center program
 - Hippodrome
 - Across Town Rep
 - Friends of Jazz
 - Gainesville Community Theater
 - Gainesville Magazine
 - Gainesville Today
 - Senior Times
 - Giggles
 - Larger Ad in Duckpond for holidays
 - Ads in high school or local performance programs
 - Hang work at Emiliano's or other downtown restaurants with receipt earning 10% off purchase at gallery
 - AGG Tote Bags

Social Media

- **FACEBOOK (FB Team -Kana Handel, Vicki Damen, Jo Bianchi, Mitzi Austin):**
 - <https://www.facebook.com/ArtisansGuildGallery>
 - **4 Rotating FB Administrators: Peter, Kana, Vicki**

- Password: Admins use their own FB PW to log in
- **Duties:**
 - Eva sends FB team their schedule which runs from Sun-Sat & Includes the Monthly Marketing Theme with their schedule
 - FB Team Members are responsible for daily posts during their week; Photographs for these posts are taken mostly by the Team members, Eva usually supplies additional photos in the Social Media folder in Drop Box.

FREE

Jan.15-Jan 21: Kana
 Jan 22-Jan 28: Vicki
 Jan 29 - Feb 4: JoAnn
 Feb 5 - Feb11: Mitzi
 Feb 12 - Feb 18: Kana
 Feb 19 - Feb 25: Vicki
 Feb 26 - Mar 4: JoAnn
 Mar 5 - Mar 11: Mitzi
 Mar 12 - Mar 18: Kana
 Mar 19 - Mar 25: Vicki
 Mar 26 - April 1: JoAnn
 April 2 - April 8: Mitzi

- **AGG Blog**
 - <http://www.artisansguildgallery.blogspot.com>
 - **Managed by NO ONE**
 - Administrators: Eva, Peter S.
 - Authors: Kana, Jeanne
 - **Duties:**
 - Post regular/monthly Blog content: take photographs, solicit photographs from other members, generate interesting content

FREE

- **PINTEREST (Abby):**
 - <http://www.pinterest.com/gainesvilleagg/>
 - **Managed Abby Hogan**

- UN: artisansguildgallery@yahoo.com
- PW: artisansguild
- Duties:
 - Post regular High-quality photographs of AGG members' work

FREE

- **TWITTER (Should be done automatically via Website updates and FB postings)**
 - <https://twitter.com/artisansguildFL>
 - Account Name: Artisans' Guild
 - UN: info@artisansguildgallery (sometimes considered account name)
 - PW: AGGgallery
 - *Tweets get generated automatically from FB, Website (when prompted) & Blog (?)*
 - *No longer a designated person to Tweet*

FREE

- **INSTAGRAM**

<https://www.instagram.com/explore/locations/13074966/artisans-guild-gallery/>

Eva set this up, notifications go to her email

- **RACK CARD DISTRIBUTION (JoAnn)**
 - **Managed by JoAnn Alarid**
 - **Duties:**
 - JoAnn to remind Distribution Team to check & refill their designated locations, and identify new locations
 - Ask Distribution Team to Refill their locations on during specific months:
 - March – April: for Graduation weekends
 - July – Sept: for incoming students, football games
 - Oct – Nov: for December Holidays
 - NOTE: Needs to phone Virginia since she has no email

Distribution of special event print material to applicable locations

Distribution Team Members:

***See separate list for locations**

JoAnn Alarid, Abby Hogan, Miriam Novack, Virginia Chen (no email), Marilyn Gray, Ana Varela,

FREE

• **ARTWALK GAINESVILLE GALLERY EVENT (Carmen and Joa)**

- Managed by Carmen Rose & Joa Marsh
- Organize snacks and beverages, live music, host all ArtWalks
- Last Friday of each month, except Nov. and Dec.
- Print ¼ page ArtWalk Drawing sheets ?

COST: Their monthly fees are waived for this work

SPONSORSHIP:

***The AGG has a short list of sponsors of different levels (listed on our website)
Not sure who should head this up, or if this should even be an Ad Committee position***

• **DUCKPOND NEWSLETTER:**

- Contact: Melanie Barr, editor
 - Email: mvbarr@bellsouth.net
- Business card sized ad, 4-6 times a year. September, November 11, 2x in spring.

COST: about \$20.00 x 5 = \$100 Annually

- *Consider larger ad or article for holiday issue, and for 45th Anniversary.*
- *They may not be continuing this publication as of April 2015 ?*

• **HAMPTON INN SPECIAL MAP:**

- Contact: Roberta Young, Assistant Manager

We are on their special map, which is handed out to guests for nearby restaurants, etc. Because we offer a 10% discount (guest must show their room key-card), we have a special YELLOW STAR on the map. ?

FREE

MISCELLANEOUS INFO. ON GUILD:

- **We are not a Non Profit**
- **Red Dot Banner:**
Red Dot banner goes over our sandwich board out front during July and August.
If it is too loose it will damage the board. It was made by Creative workshop.
Total cost for both banners was about \$60.00. Sandwich board is one of our best forms of advertising. At the end of Red Dot, roll up both banners and place them upstairs.
- **“Official” Guild Signature attached to Emails:**
The "signature" we have used for attaching to official emails is below.
We need to update the quoted line – been used too long:
The Artisans' Guild Gallery
"It's like an indoor Arts Festival - every day!" ?
Eva Egensteiner & JoAnn Alarid
Co-Chairs - Advertising/Publicity/Promotion
<http://www.ARTISANSGUILDGALLERY.com>