

EDINA ART CENTER GENERAL MANAGER'S REPORT

February 27, 2014
ARTS & CULTURE
COMMISSION

MEMBERSHIP	2012	2013	2014
	New/Renew	New	
January		900	823
February		896 23	766
March	873 17/26	917 19	
April	918 22/18	926 7	
May	978 16/12	981 18	
June	953 26/14	932	
July	1014 28/17	885	
August	953 25/19	862 24	
September	978 23/8	848 32	
October	926	762 12	24 Pave Life
November	947		
December			

FACEBOOK	2011	2012	2013	2014
'friends' in January'			477	601
'friends' in February'			484	622
'friends' in March'		366	499	
'friends' in April'		379	503	
'friends' in May'		391	510	
'friends' in June'		405	526	
'friends in July'		412	548	
'friends in August'		427	560	
'friends in September'		435	568	
'friends in October'		448	574	
'friends in November'		451	574	
'friends' in December'	331			

MONTHLY RECAP	2013	2014			
January 2014					
Gallery Work Sold	\$502	\$2,253	\$1,751		
Memberships	\$2,430	\$3,454	\$1,024		
Gift Shop	\$3,012	\$1,510	(\$1,501)		
Firing Fees	\$2,016	\$1,611	(\$405)		
Clay	\$1,346	\$1,527	\$181		
Pottery Tools & Recycled Clay	\$333	\$620	\$287		
Registrations	\$31,781	\$4,816	(\$2,977)		
Donations	\$30	\$24	(\$6)		
Pottery Fees	\$128	\$76	(\$52)		
Media Studio	\$2,338	\$2,347	\$9		
Media Rental & Sales	\$114	\$148	\$34		
Gift Certificates	\$0	\$0	\$0		
Juried Show Donation	\$0	\$0	\$7,544		
Class Supply Fees	\$853	\$980	\$128		
Lockers	\$253	\$216	(\$37)		
Total – All line items (27 total)	\$47,680	\$45,467	(\$2,212)		

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In the Gallery MinneSoda Clay

MinneSoda Clay opened Thursday, February 13th and the Opening Reception was held Friday, February 14th from 6 – 9 p.m. with approximately 125-130 people in attendance. 15 pieces sold the night of the opening for \$1,076 in pre-tax sales. This was the first Friday night opening in over 15 years, and despite the cold, Valentine's Day, and a Friday night we had great attendance.

Technology MaxSolutions

MaxSolutions Software is scheduled to be up and running by March 15th. We found that due to the amount of items in the Gift Shop, we are slower in data entry than we expected. The POS system is all touch-screen at the Front Desk with a price/barcode scanner. We are 75% complete with data entry.

Staffing

Sally Wylie started as Customer Service Specialist on February 3rd. She graduated from UMD in Pottery and has great technical skills.

Naomi Johnson retired on February 19th after 34 years at the Front Desk of the Art Center greeting guests. Naomi was also the Art Center bookkeeper.

Fall into the Arts

Michael Frey has been asked to Chair the Fall into the Arts Festival in September 2014. After the retirement of Pat Dawson and the death of Ken Rosland, leadership of the festival has changed with the Art Center handling artists and food vendors, and Centennial Lakes Park staff handling logistics of the park.