

Board of Directors Agenda

Monday January 9, 2012

Goals for 2010 – 2011

- ✓ *Develop and Implement an Effective Volunteer Program*
- ✓ *Increase Effectiveness of our Outreach*

1) Call to order by _____ at _____ pm.

Quorum established, Board Members Attending: Lisa Alexander, Susan Archibald, Carolee Burrows, Cheryl Costella, Julie Erreca, Noel Littlejohns, Erica Siegal Jody Snyder, Shahn Spratt (Acting Chair), Stephanie Triolo, Pat/Larry Worley.

Executive Director: Linda Levy

Guests:

Absent:

Chair Report (Shahn):

2) Motion to approve Consent Agenda and minutes from November made by _____, seconded by _____, Vote: _____

3) Meeting Focus:

- a. Scotts Valley NP Art Center: How does this impact our classes & strategy? Opportunity or threat?
- b. Newsletter: Should be available to hand out. Encourage all board members to take a stack to hand out / place in appropriate venues. Contains our Calendar Time-Line for the coming year.

4) Old Business:

5) Motion to adjourn made by _____ at _____ p.m.

Next meeting will be Monday, February 13, 6:30 pm at the Art Center.

Consent Agenda Items:

1) Treasurer's Report and Budget:

- a. Checking: \$19,200.58 (as of 1/2)
 - \$2336 restricted for scholarships
 - \$592 restricted for SCCMP (museum partnership)
 - \$4542 restricted for Youth Grant (2011-12)
 - \$11,730.58 available

b. Money Market: \$53,826.59

2) Executive Director Report:

- a. Presented at the SLV Rotary meeting January 4. Will add notes at meeting about any interest in helping sponsor the Youth Art Show or Art After School programs.
- b. We've hopefully worked out any glitches in our on-line credit card usage for registrations, etc.
- c. Gail Rich Awards at the Rio on Tuesday, Jan 24, 7:30 p.m.
- d. Finished entry of Financial (& more) info into the Cultural Data Project (CDP), needed to apply for grants / California Arts Council. The CDP automatically generates reports, both comparative and trend

reports based on our last 4 years. If you are interested, I'll get you a log on so you can look at the reports.

- e. I passed on to you eNews from the Community Foundation which brings home the tightness of grant funding availability.
- f. Met with Sarah Brothers (new CCSCC employee), and provided a tour of the facility.
- g. Meeting in mid-January (Jan 18th) with CCSCC to join discussion on General Grant info from survey. Anybody interesting in joining me?

3) Chair/Committee Reports

- a. Curatorial (Susan) –
- b. Facilities (Shahn/Noel) –
- c. Grants (Linda) –
 - i. KION is offering grants for media coverage of events, etc. for non-profits. Have filled out the app twice (for two different events)
 - ii. Working on 2011 Grant Interim Report form (Due by February 15, 2012)
 - iii. Working on Grant Application to the California Arts Council to provide sponsorship for our youth art programs into 2013. (Due by Feb. 10)
- d. Publicity/Marketing (Linda) –
 - i. Press Releases published for Call for Artists – Inspirations! along with announcing cash awards
 - ii. Weekly updates to 26 media sources, along with posts to FB page &
 - iii. Monthly updates to on-line calendars (Sentinel, Good Times, SC Weekly, Press Banner)
 - iv. Google Calendar updated by Gretchen.
 - v. Website Statistics for last year:
 - 1. 12,335 visits, 8,542 unique visitors, 28,421 page-views. Up about 30% from previous year
 - 2. Most visitors are from the US, but we have had visitors from UK, India, Canada, France, Brazil, Australia, Spain, Russia, Philippines, Germany, Mexico, China, Indonesia, Turkey, Hungary, Malaysia, New Zealand, Netherlands, Thailand, Sweden, Czech Republic
 - 3. Referral Traffic (from other sources, Most to least): Facebook, Twitter, us.bellydanceclasses.net, santacruzkids.com, santacruzcountymuseums.org, google.com, events.santacruzsentinel.com, prestoregister.com, santacruz.org.
 - 4. Landing pages (Most to least):
home/classes/artists/dance/calendar/ceramics/events
 - 5. Search source (Most to least): Google, Yahoo, Bing
- e. Music (Carolee) –
- f. Ceramics (Jody) –
- g. Events (Julie) –Education (Lisa) –