

Board of Directors Agenda
Monday December 12, 2011
Goals for 2010 – 2011

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

1) Call to order by Shahn Spratt at 6:30 pm.

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

Executive Director: Linda Levy

Guests: Julie Hendriks

Absent: Carolee Burrows, Cheryl Costella

2) Motion to approve Consent Agenda and minutes from November made by Jody Snyder, seconded by Julie Erreca, Vote: Unanimous all in favor.

a. A request was made to keep document font sizes larger / no smaller than 11 pitch. Thanks!

3) Meeting Discussion: Quickies and then Party!

- a. Newsletter articles are all in and being edited. Hope to get it out within a couple of weeks. Really emphasizes the coming year, with “time-line” calendar inserted. Will be a good handout throughout the year. Thanks to Lisa for her great article!
- b. Roof – during last wind storm, we lost composite shingles off of east side of roof. Have hired David Zanville to conduct repairs. No need to tarp as the tar paper is intact. He’ll try for a warmer day to repair. Not worrying about matching the shingles.
- c. Grant Opportunity via California Arts Council – Creating Public Value (funded thru the California Art License Plates) – a good match for our Art After School AAS programs (currently funded thru end of 2012), so be nice to continue/expand program. Some ideas to increase visibility of AAS: Signage, make “buttons” that go home with students, press releases, bulletin boards at the grade schools.
- d. From Strategic Plan, we have been working to raise the level of professionalism of our Adult Education Programming...using the Youth Ed as a model. Haven’t been successful as yet in organizing the teachers, but commend Stephanie Triolo for her efforts in going after Ceramics classes and workshops which are now scheduled out 6 months!
- e. Thanks to Julie Erreca for her efforts in organizing this spring’s Plein Air Day @ Camp Joy Gardens. She’s also thinking of combining with a workshop.
- f. Lisa reported on the Family Gift Making workshop held Sunday, Dec. 11. Successful all the way around: best ever. Place was filled to capacity. Spotted a range of students/parents from the AAS programs, as well as other members & visitors. Thanks to all who helped make this a successful event! Another Gift Making workshop is Scheduled for Jan 28 to make Valentines.

4) Motion to adjourn made by Erica Siegal at 7:00 p.m.

Next meeting will be Monday, January 9, 6:30 pm at the Art Center.

December Consent Agenda Items:

1) Treasurer’s Report and Budget:

a. Checking: \$19,138.99 (as of 12/6)

\$2336 restricted for scholarships

\$592 restricted for SCCMP (museum partnership)

\$7097 restricted for Youth Grant (2011-12)

\$9113.99 available

b. Money Market: \$53,817.74

2) Executive Director Report:

- a. Now using new credit card service (Elavon – through Costco), and have set up the account so our PrestoRegister on-line registrations/payments by credit cards is working. This should save us some \$ as the transfer is automatic, % of sale transaction is therefore less, and Gretchen doesn't have to download, print and enter in all the info. We can now also accept American Express should we need to do so.
- b. We are still using old Credit Card service with the terminal in the office for direct sales. We have a contract with them until August 12, 2012, at which time we will terminate our contract with them and set up an account with Elavon.
- c. Community Service volunteers continue to serve us. We will have at least one volunteer to help us clean/paint during the week the Gallery is closed (1st week in January)
- d. Cultural Council Associates meeting Nov. 10. Better advocacy opportunities now being shared by all associates via Facebook and Google shared site.
- e. Presented to the Board of Supervisors as Arts Commissioner representing our 5th district.
- f. Asked to speak at the SLV Rotary meeting in January. Will present a PowerPoint slide show and see if they have any interest in helping sponsor the Youth Art Show or Art After School programs.
- g. Attended a Webinar on writing effective donation letters.
- h. Helping with the Gail Rich Awards again this year! At the Rio on Tuesday, Jan 24, 7:30 p.m.

3) Chair/Committee Reports

- a. Curatorial (Susan) – Gallery sales going well at least \$3,000 worth so far. We had a successful Open House and Sale on Saturday the 26th. Several of the artists participated and there was a nice buffet of goodies. The current show ends the 24th. The gallery will be closed until the "Inspiration" show take-in on Sunday, January 8th. Since the gallery will be closed we need to discuss if there is any work on the gallery itself (painting?) that could be done before the next take-in. Also need to have a pick-up day for artwork from the current show sometime after the 25th. Also need to discuss hiring a cleaning person as we no longer have Darleen.
- b. Facilities (Shahn/Noel) – Lost a significant amount of composite shingles off the east side of our roof in the last wind-storm. Yikes!
- c. Grants (Linda) –
 - i. Met with Nabil Ghachem, grants coordinator with the Cultural Council and was told that Cultural Council 2010-11 General Support Grants have been renewed through to 2011-12. There is a form to fill out: 2011 Grant Interim Report form by February 15, 2012. Current grantees must submit a Grant Interim Report by February 15, 2012. Upon receipt of the Grant interim Report, we will proceed with 2012 first-half award payments.
 - ii. Meeting with new Cultural Council staff, Sarah Brothers and providing an intro/Tour of the Art Center
- d. Publicity/Marketing (Linda) –
 - i. Press Releases published for "The Gift of Art" Opening Reception; "Open House / Annual Holiday Sale"
 - ii. Weekly updates to 26 media sources, along with posts to FB page & Twitter
 - iii. Monthly updates to on-line calendars (Sentinel, Good Times, SC Weekly, Press Banner)
 - iv. Paid ads in Press Banner for Dec 11. Family gift making workshop
 - v. Google Calendar back up and running. Go check it out.

- vi. Last of articles for the Newsletter sent to Laura for layout.
- e. Music (Carolee) –
- f. Ceramics (Jody) –
- g. Events (Julie) –Education (Lisa) –