



Board of Directors Meeting Notes Monday December 14, 2009

Goals for 2008 – 2009

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

- 1) Call to order by Linda Levy at 6:40 pm. At the home of Jody & Noel
Quorum established, Board Members Attending: Susan Archibald, Lisa Alexander, Julie Erreca, Linda Levy, Noel Littlejohns, Jody Snyder, Pat Worley
Guests: none
Absent: Carolee Burrows, Cheryl Costella, Michael English, Jon Wagman
- 2) Chair Report: none
- 3) Motion to approve Consent Agenda, made by Noel, Seconded by Jody. Vote: All in favor
- 4) New Business:
 - a) Linda got the official call from the Cultural Council – the Art Center won top award for our grant application, received highest score and the only organization to be funded for the full amount.
 - b) Gift of Art made \$2400 in the first week and just under 4200 the second. There was an article in the Press Banner featuring color pictures from the gallery and showcasing some of our artists' work.
 - c) Linda has been approached by a building owner / property manager of Scotts Valley in regards to using empty storefront space as a venue for artists to show work, either as a satellite show or annex. This is intentioned as a no-cost arrangement for the artists/orgs involved, and a tax write-off donation for the building owner. Linda has been working with a group in Santa Cruz to create this kind of arrangement called "Open Galleries", which might be picked up under the umbrella of the Cultural Council. In this kind of a case, our property insurance would cover artwork displayed at another venue, but not during transit.
 - d) The Gail Rich Awards is coming up at the Rio on January 26.
- 5) Old Business:
 - a) Prospectus for New Beginnings: Discussed when and how often to have receptions/social events. The Friday following the take-in will be the opening reception, and some other time during the quarter, there will be another open house or social event, either timed to coincide with a completed workshop, a movie night, or something else going on at the Center.
 - b) Discussed the "Lease to Buy" idea for artworks over \$500. Linda has been collecting some sample contracts from other galleries that do this.
 - c) Need to schedule a Docent Training workshop for the participants in "New Beginnings".
- 6) Motion to adjourn made by Susan, seconded by Lisa at 7:35 p.m. Potluck ensued.

Next meeting will be Monday, January 11th, 6:30 pm at the Art Center.

Consent Agenda Items:

- 1) Approval of Board of Directors Meeting Minutes for November.
- 2) Treasurer's Report and Budget:
Checking: \$24,084.53 MM: \$23,543.83 (as of 12/8/09)
- 3) Chair/Committee Reports
 - a) Education (Lisa) –
 - b) Curatorial (Cheryl) –
 - i) I was unable to attend the last Curatorial Committee meeting of November 22nd but I'm so glad such a large amount of work come in for the Gift of Art. The long wall in the front gallery looks great painted a darker red. The display of so many items is impressive.
 - ii) The Open House/Reception sales totaled \$2,400!
 - iii) Since we won't have monthly take-ins next year, we should determine when the Curatorial Committee meetings should be held or if they will change in any way.
- 4) Facilities (Noel) – No report
- 5) Grants (Linda) –
 - i) CCSCC Grant should be announced by our meeting. We are getting \$7000, top award.
 - ii) Mid-year Grant Report completed for the Community Foundation for our Youth Education Programs (including the teen afterschool classes)
 - iii) Investigating Grants for 2010 Applications:
 - Bill Graham Memorial Foundation Grants up to \$4500
<http://www.billgrahamfoundation.org/guidelines.html>
 - Lego Children's Fund Grants up to \$5000 <http://www.legochildrensfund.org/Guidelines.html>
 - Community Foundation of SC County
 - Cultural Council of SC County
 - Rotary of San Lorenzo Valley
- 6) Publicity (Linda) –
 - i) The Gift of Art got "Hot Pick" in the Sentinel for 7 days running. – small article, but helpful
 - ii) All the usual press releases sent out every Monday morning. On-line entries with Sentinel, Good Times, Metro, Mercury News, Press Banner
 - iii) December Calendar posted on website. Gift of Art postcard & page posted on website.
 - iv) Street signs / easels put out at Hwy 9 street corners during exhibit. – effective
- 7) Music (Carolee) –
- 8) Gift Shop (Pat) – No Report
- 9) Ceramics (Jody) –
- 10) Events (Julie)
 - i) Our future newsletter will be published in January. following the Jan. take-in, in its new COLOR format.
 - ii) The change will include one page each (double-sided) devoted to classes, art center news, and a catalogue of work in the quarterly exhibition. Submissions are welcome NOW for the first quarter (Jan-March).
 - iii) A card making work shop given by Anouk Johanna and Julie, is being planned for the end of January. We'll be inviting other printmakers to join us in making Valentines that combine paper folding, printmaking, collage, and painting.