



## Board of Directors Meeting Notes Monday April 13, 2009

### Goals for 2008 – 2009

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

- 1) The meeting of was called to order by Linda Levy at 6:40 p.m.
- 2) Quorum established, Board Members Attending: Susan Archibald, Cheryl Costella, Michael English, Julie Erreca, Linda Levy, Noel Littlejohns, Jody Snyder and Jon Wagman.  
Guests: none  
Absent: Lisa Alexander, Carolee Burrows, and Pat Worley.
- 3) Chair Report: none
- 4) Approval of Board of Directors Meeting Minutes for March:  
Motion made by Noel, seconded by Michael. Vote: all in favor.
- 5) Treasurer's Report and Budget  
Checking \$16,2223.91    MM \$23,386.39
- 6) Chair/Committee Reports
  - a) Publicity (Linda)
    - i. Got an ad in the Press Banner for Art Camp
    - ii. River Arts Festival is an opportunity for outreach to community with a booth and hosting kid's activity. Will distribute literature. Booth is open to SCMAC members, will be like gift shop: 70/30 split and cost participants \$10 plus booth time.
  - b) Music (Linda)
    - i. Ukulele concerts are scheduled for the summer, although did not score a grant.
    - ii. Linda received a call from ASCAP, claiming that the center needs to be paying them for playing music to the public from the CD player, at the non-profit rate of \$200/yr. Linda told them that music is played during the life drawing class. \$2000+ per year for concerts!?!?!?
  - c) Gift Shop (Linda – for Pat)

All is well. Pat has resigned from doing the Tuesday deposits, so she's not coming in as regularly, but is still available for the gift shop.
  - d) Ceramics (Jody)
    - i. Switching from cone 10 to cone 6 to save on energy.
    - ii. Noel arranged to replace the kiln hood for a new one a the price of a recycled one. It has been installed.
  - e) Events (Julie)
    - i. Plein Air event at Camp Joy scheduled. Working in a poetry aspect, inviting winners of the Library poetry contest to read over lunch. Proceeds will be split with Camp Joy, as in the past. Camp Joy will provide lunch.
    - ii. Applying for a date for Community Day at New Leaf.
    - iii. Newsletter is finished and at the printer.
  - f) Education

- i. Spring Break Art Camp cancelled due to lack of sign-ups. There are sign ups for next Art Saturdays in May.
  - ii. 4 weeks of Summer Art Camp have been scheduled, committee meeting is coming up to finalize details of classes.
- g) Curatorial (Cheryl)
- i. Youth show coming up next. Then “Chip off the Old” (sculpture), “Habeus Corpus” (figurative), art & technology.
  - ii. Discussed making “Mountain Mama” a juried show so the curators have a chance to look at the work and decide what fits together with the space. Need to find a juror.
- h) Facilities (Noel)
- i. Got new kiln cap as discussed under ceramics. David has stained and fixed outdoor cupboards so they open over the new pavers. Put in jasmine along the fence. Eradicated skunks. Put in drip system.
  - ii. Time to start planning painting the building. David Z. has a scaffold. Jon to put together a budget.
  - iii. Linda made new sets of keys, we now have a master key sheet. Passed around key check out list to be updated by everyone who has keys.
- i) Grants (Linda)
- i. Got a positive response to our letter of intent with the Community Foundation, will submit a grant to support teen classes – youth programs.
  - ii. SCMAC hosted the Community Foundation having a grant seminar here, 40 attended.
  - iii. Grantors/donors to Spring Into Art have been thanked in upcoming newsletter.
  - iv. Linda talked to Tamara, who came to last month’s meeting. She is looking for accredited teachers in performing arts and music. Not a good match for us. Good contact anyway, will be staying in communication.
- 7) New Business: none
- 8) Old Business: Increasing our visibility
- We don’t have the money to pay someone for publicity.
- Press releases continue to go out every Monday.
- Show participants can be encouraged to write letters to the editor about the shows.
- Articles submitted need to have human interest bent (ie, not advertising your class or reception), include photos. Hard to get journalists to come up from Santa Cruz.
- Encourage folks to write reviews of us on Yelp.
- Email campaign for show participants, for them to send on to their lists.
- Have not yet met with Mark Stone.
- Caltrans wants \$500/yr for a road sign.
- Explore collaborative ads with other businesses (it costs \$450/mo for a 1/2 page ad in the Press Banner).
- Linda will make a new 3-fold brochure emphasizing gallery, gift shop, classes, nothing that will expire, adding mission statement.
- Posting: Linda made a list of places to take posters, so far hardly anyone has committed to taking on parts of the list. It would be really easy if everyone took on 5 or so locations that they will regularly post to. There’s a guy who does posting professionally, can ask him what he charges.
- 9) Motion to adjourn made by Jody, and seconded by all at 7:53 pm.

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