



**Board of Directors Meeting Notes
Monday October 19, 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.
Quorum established, Board Members Attending: Susan Archibald, Carolee Burrows, Cheryl Costella, Julie Erreca, Linda Levy, Pat Worley
Guests: none
Absent: Lisa Alexander, Michael English, Noel Littlejohns, Jody Snyder, Jon Wagman
- 2) Chair Report:
- 3) Motion to approve Consent Agenda made by Julie, Seconded by Susan. Vote: All in favor
- 4) New Business:
 - a) Edit / Write letter to members about gallery changes in coming year (See October Attachment):
Discussed wording of letter regarding how much work can be entered – depends on size and curators' choice, percentage rates for members vs. non-members would remain as they currently are for the gallery. The application to exhibit will include a one-page artist statement about process, including contact info. Discussed how accounting procedure will be affected, Gretchen will start marking sales weekly into the gift shop book while doing the deposit. Artists will be able to replenish their work on Tuesdays or by appointment, with supervision. Need to create new job descriptions for positions created/altered by the new direction.
 - b) Board talk. Recruitment of new members, leadership, etc: Shahn Spratt and Elizabeth North are interested in re-joining the board.
 - c) Set time for annual Membership Meeting: around Feb. 14th, to elect new board members
 - d) Shed Cleanout of old paperwork, junk, etc: need to keep records for 7 years, definitely will have stuff to recycle.
 - e) Curatorial committee will meet next month. Would like to schedule a day to refinish all the pedestals, between the last show of '09 and beginning of '10.
- 5) Old Business: Discussion of a Consent Agenda, examples.
- 6) Motion to adjourn made by everyone at 8:20 p.m.

Next meeting will be Monday, December 14th, 6:30 pm at the Art Center.

Consent Agenda Items:

- 1) Approval of Board of Directors Meeting Minutes for September.
- 2) Treasurer's Report and Budget Checking: \$19,272.51 MM: \$23,504.53 (as of 10/6/09)
- 3) Chair/Committee Reports
 - a) Education (Lisa) - Both youth Art Saturday classes are happening with five students each: Day of the Dead Folk Art in the mornings taught by Lori Wilson, and Spooky Art in the afternoons with Brenda Berg. These classes run for four Saturdays during October. Another set of youth classes begins in November: Story Sculpture taught by Lisa Alexander, and All Kinds of Faces taught by Anouk Johanna. Adult classes are continuing as usual.
 - b) Curatorial (Cheryl) - There was a good amount of work brought in for the "Best of the Mountains" show. It looks great. Everyone at the reception liked the exhibit, especially the pedestal display in the center of the room. Thanks to Bruce for suggesting we needed more weight in that area. We are on track for the "Mountain Mama" show. That should take us to the end of the year. Since change is in the air, do we need to have a Curatorial Meeting on Oct. 25th to discuss how the meetings will be handled next year?
 - c) Facilities (Noel) – No report
 - d) Grants (Linda) - 1) Request 2nd half of CCSCC 2008-2009 grant payment. 2) Looking at grant possibilities thru Creative Work Fund – Deadline for Letters of Inquiry, Friday, Nov 6, 5 p.m., 3) **progress report** due on **November 30, 2009** for your current Community Foundation grant **2009–0174**
 - e) Publicity (Linda) –
 - i) Monday / Tuesdays = send-outs to media, on-line entries for events, classes (Sentinel, Good Times, Metro, Press Banner, Mercury News)
 - ii) Website Updates: Classes, Calendar, Home Page, individual artist pages
 - iii) Wrote article about "We Get, We Give", which features donated clay from Ceram-A-Rama turned into bowls, going to "Empty Bowls" event, raising funds for feeding hungry people in our community thru Loaves & Fishes. Sent to Wallace Baine (Sentinel), Press Banner, Register Pajaronian, Good Times, Metro, Cultural Council.
 - iv) Sent information for "Mountain Mama" exhibition to Karen Menehan for The Post
 - f) Music (Carolee) – No Report
 - g) Gift Shop (Pat) – No Report
 - h) Ceramics (Jody) – No Report
 - i) Events (Julie) – Editing Winter newsletter (Oct/Nov/Dec) Welcome submissions

October Attachments:

Gallery changes for 2010

1. **POSSIBILITIES:** We Would relinquish our brutal curatorial schedule for a quarterly, featured artists, etc., approach. There would be an abundance of jewelry, glass, wood, sculpture, textiles, ceramics, displayed throughout the gallery itself as well as ample space for 2-D work on the walls...perhaps with one room/area reserved for "featured" artworks / artists. Change the front windows quarterly / themed. Ideas for more workshops, Also talked about offering a "lease or rent to own" art opportunity.

2. **BUDGET EFFECTS:**

Quarterly Entry Fee: \$45. This would be cheaper than paying for 3 shows over 3 months. However, if we have a stable of 30 artists, that would amount to \$1350 / quarter, (\$5400/yr). Equivalent to what we take in from shows.

	2002	2003	2004	2005	2006	2007	2008
INCOME							
Entry Fees	\$ 4,351.00	\$ 4,697.45	\$ 3,850.00	\$ 5,086.00	\$ 5,235.00	\$ 5,086.00	\$ 4,210.00
Sales	\$ 6,580.43	\$10,692.74	\$13,468.65	\$ 7,196.69	\$ 8,702.74	\$ 7,196.69	\$ 5,015.64
Donations	\$ 852.00	\$ 2,091.94	\$ 100.00	\$ 582.45		\$ 582.45	\$ 690.46
Rental Fee	\$ 1,000.00	\$ 1,600.00	\$ 850.00	\$ 800.00	\$ 450.00	\$ 800.00	\$ -
Storage	\$ -	\$ 40.00		\$ 160.00		\$ 160.00	\$ 314.00
TOTAL							
Income	\$12,783.43	\$19,122.13	\$18,268.65	\$13,825.14	\$14,387.74	\$13,825.14	\$10,230.10
EXPENSES							
Commissions	\$ 4,917.28	\$ 8,567.70	\$ 9,863.70	\$ 5,103.43	\$ 6,527.06	\$ 5,103.43	\$ 3,621.97
Postage	\$ 81.19	\$ 449.34	\$ 168.30	\$ 204.10	\$ 377.32	\$ 204.10	\$ 269.76
Printing	\$ 378.85	\$ 1,051.66	\$ 1,134.72	\$ 1,125.21	\$ 953.29	\$ 1,125.21	\$ 693.10
Docents	\$ 18.00	\$ 210.00	\$ 270.00				
Supplies	\$ 54.58	\$ 665.43	\$ 526.12	\$ 102.06		\$ 102.06	\$ -
Prizes	\$ 300.00	\$ 550.00	\$ 400.00	\$ 60.00	\$ 50.00	\$ 60.00	\$ 550.00
Other	\$ 367.83	\$ 1,491.00		\$ 19.50		\$ 19.50	\$ -
Curatorial	\$ -	\$ 909.48			\$ 680.20		
TOTAL							
Expenses	\$ 6,117.73	\$13,894.61	\$12,362.84	\$ 6,614.30	\$ 7,907.67	\$ 6,614.30	\$ 5,134.83
INC / EXP	\$ 6,665.70	\$ 5,227.52	\$ 5,905.81	\$ 7,210.84	\$ 9,591.16	\$ 7,210.84	\$ 5,095.27
Gen. Curat.							
Expenses	\$ 105.52	\$ 1,499.42	\$ 350.90	\$ 625.91	\$ 6,480.08	\$ 1,015.65	\$ 895.00
Bottom Line	\$ 6,560.18	\$ 3,728.10	\$ 5,554.91	\$ 6,584.93	\$ 3,111.08	\$ 6,195.19	\$ 4,200.27

3. **BOTTOM LINE:** Sales will fluctuate, but hopefully with a more inviting atmosphere, we'll do more sales throughout the year. Minimize costs: instead of 11 shows/prospectus's, postcards, annual postcard, etc, quarterly info combined into the newsletter. Need to do 4 opening receptions/parties each year. No separate Gift Shop & Gallery tracking of inventory/paying artists...all one system, one inventory, recommend paying monthly. The Youth Show could be done using the Community Wall at the County Building.

Our last board meeting discussion we agreed to try this for one year and reassess at end of year.

We also agreed to write a letter to our membership explaining the changes, and asking for their feedback and ideas.

Proposed letter to membership:

To our longtime supporters and members of the Santa Cruz Mountains Art Center,

Our Board of Directors and Curatorial Committee would like to share our collective ideas on the new direction we're embracing in our Gallery for the coming year. First, We'd like to commend one and all for the high quality and creativity of the exhibitions presented at the Art Center over the last 13 years. It has truly been our honor to host and advance such great talent in our community. However, over the past year, sales have been down all over, and our volunteer curatorial staff needs a break from putting together 11 – 12 shows each year. We've studied fine art and craft galleries from Santa Barbara through Mendocino, and have discovered many have gone out of business, and those remaining have shifted their emphasis from "fine arts" to "fine arts & crafts", still displaying 2D artwork on the walls, but incorporating more 3D works for sale. Clearly a change is needed, and this provides an opportunity for us to try something a bit different.

We propose a Quarterly Fine Arts & Crafts Gallery Exhibition, offering greater sales opportunity to a diverse range of local artists. Sales will be conducted on a purchase, take away, artist replenish basis, much like we currently handle our annual "Gift of Art" show, with artist's commissions paid on a monthly basis. With that in mind, we are working on a quarterly prospectus which will be available before the first of the year. Work will be juried in. Once accepted, you will be automatically accepted for any future quarterly exhibitions. To cover costs, we will be charging a quarterly fee of \$45/members \$90/non-members. To keep our doors open and staffed, artists will docent one day / month. For artists demonstrating "hardship", we will gladly arrange volunteer time in lieu of fees.

Advantages:

1. All mediums welcome; no need to express a special theme
2. Enter more work (up to 10 or more pieces size dependent)
3. Replenish work as it sells
4. Visibility in Quarterly News publication
5. Refresh Quarterly

More than a few artists said they'd miss the inspiration that came from our thematic shows, so we will be offering a number of new and fun workshops throughout the year to hopefully help keep you enthused with creating your art.

We welcome your comments and ideas about this new direction. We propose to try this new format for one year and reevaluate it at year's end.

Please take the survey at:

It will only take a few minutes. You retain anonymity. And your input is valuable in helping us better serve you and your creative needs.