



Board of Directors Meeting Notes Monday November 14, 2010

Goals for 2010 – 2011

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

- 1) Call to order by Shahn Spratt at 6:50 pm.
Quorum established, Board Members Attending: Lisa Alexander, Susan Archibald, Cheryl Costella, Julie Erreca, Shahn Spratt, Stephanie Triolo, Larry Worley
Executive Director: Linda Levy
Guests: Marguerita Cortez and Lin Calvin from Loaves & Fishes (made a presentation to the board before the meeting came to order)
Absent: Carolee Burrows, Noel Littlejohns, Erica Siegal, Jody Snyder
- 2) Chair Report: none
- 3) Motion to approve minutes from October and consent agenda was made by Julie, seconded by Stephanie, vote: all in favor.
- 4) New Business:
 - a) Newsletter (deadline for articles = end of November)
 - i) Curatorial: article about nature of shows, benefits of participation.
 - ii) Ceramics (Stephanie): Rutheann Tudball demo, workshops lined up: Jeannine Niehaus, Jen Hennig "Makin it Tall", Travis Adams animals in clay; Ceram-A-Rama will have Arthur Gonzalez.
 - iii) State of the Arts (Linda): End-of-the-year recap and overview of year to come.
 - iv) 2012 Calendar of Events (Linda)
 - v) Facilities Wish List (Shahn)
 - b) Holiday Sale
 - i) Have 2 artists confirmed to show. Will have 2012 calendar on hand. Talked about entertainment, Frank Lima, Mark Wallace.
 - ii) Press Banner ad is in the works advertising the sale + free family workshop
 - c) Event Committee Policy
 - i) Events checklist submitted by Erica, Policy submitted by Linda. (See attached documents)
 - ii) Please email further comments to Linda
- 5) Old Business:
 - a) Linda will speak to the Rotary Club about supporting Spring Into Art this year.
 - b) Cultural Council has moved their offices to downtown Santa Cruz, into the University building (above farmer's market parking lot). Their old building was taken by eminent domain by the county, and Barry Swenson, the building owner, found them the new space. They got a grant for new furniture and assistance to hire professional movers. They will now be part of First Friday Art Walk.
 - c) Facilities—Julie researched the cost for pavers, same as before, approx. \$4/sq. Ft, or \$8K for labor and materials for the whole project. As an alternative to posts for shade in backyard, could run cables across the area and drape fabric over.

6) Motion to adjourn made by Lisa, seconded by Susan, seconded by Cheryl at 8:00 pm.

Next meeting will be Monday, December 12, 6:30 pm potluck at Linda Levy's house

November Consent Agenda Items:

1) Treasurer's Report and Budget:

- a. Checking: \$21,644.64 (as of 11/8)
 - \$2641 restricted for scholarships
 - \$561 restricted for SCCMP (museum partnership)
 - \$9012 restricted for Youth Grant (2011-12)
 - \$9430.64 available
- b. Money Market: \$53,817.74

2) Executive Director Report:

- a. Moved internet server from SurfnetUSA to Fatcow (Under my account – costs the Art Center nothing). Surfnet isn't a webhost provider and they had many limitations, chief of which was a space issue. And while they were hosting us for free, we needed more space and access to typical webhost services, which they do not provide. Fatcow.com is a top rated webhost business, and they are totally powered by wind energy....now noted on our site.
- b. 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.
- c. Discovered I (Linda) actually signed an agreement with our last provider to lease our credit card machine for a few more years. I am actively exploring whether we can get out of the lease agreement. If we can't, I am communicating with Elavon to see if we can use the old machine for their service. We have 90 days to return Elavon's credit card machine.
- d. Signed us up with GuideStar services (free), which should help us with some grant applications, as well as provide on-line professional development training courses.
- e. Cleared leaves from back yard, battened down the hatches, put away a lot of furniture, equipment, etc. Susan helped with some of this effort...(thanks, Susan!)
- f. Susan and I attended a meeting of curators from around the county, hosted by UCSC Sesnon Gallery. Potential for gallery advocacy. This group was formed through the SC County Museum Partnership, and expanded to include those galleries outside the partnership (i.e., the Tannery).
- g. Attended Hammer-Marcum awards presentation (Highlands Park) where Shirlee Byrd (our previous ED at the Art Center) was honored for her support of arts in the valley community – proclamation presented by Supervisor Mark Stone and Representative Joe Simidian.
- h. Cultural Council Associates meeting Nov. 10. Will report back on any interesting content.
- i. Met with the SC County Museums Partnership and presented a financial reporting of their funds to them (we are the Fiscal Sponsor for this group). Have offered our services to continue as their fiscal sponsor for the coming year.

3) Chair/Committee Reports

- a. Curatorial (Susan) – Our last show of the year opened on Oct 26th. The Gift of Art has over forty artists. We have several new artists and new members. Thanks to all the people who helped with the taken-in and hanging. The reception on the 28th was well attended and several items sold. We have an Open House scheduled for Saturday, November 26th from 12 to 6. Encourage people you know to

come see the show and shop for Holiday gifts. The current format of two to three month shows and a two week Youth Show will continue next year. This format has resulted in increased gallery sales and more visitors to Center. The curatorial committee continues to welcomes comments on how things can be improved and/or changed as this will keep the gallery looking fresh and interesting.

- b. Facilities (Shahn/Noel) –
- c. Grants (Linda) –
 - i. We've been invited by the Community Foundation to participate in a "Go Green Grants Pilot Project" which will provide flexible \$1000 grants to assist approx. 10 – 12 SC County nonprofit orgs to apply for certification as a Monterey Bay Area Green Business. Grant app is due by December 5 and grants will be announced by Dec. 31. Since only 21 orgs are invited, we have a decent chance to get the funding. I am checking out all the ins and outs of this grant and will keep you posted if it seems like something we can do.
 - ii. Met with Nabil Ghachem, Grants coordinator for the Cultural Council, in their new offices downtown. WOW! They've now got double the space, a GREAT office suite, with all new office furniture (donated) They're in the building on the corner of Pacific and Cathcart, on the 3 floor, Room 320. And they will be participating in First Fridays downtown. We met to discuss the changing nature of grant funding in the next few years. Their resource funds for re-granting have been dwindling, with over 50% of the funding coming from the County Arts Commission. As I represent our district on the County Arts Commission, I am also aware that the county's funding resources for arts support has been drastically reduced. I have been urging the CC to develop other funding sources for their re-granting program. The funding we have gotten from the CC amounts to 5 – 7% of our total budget, a not insignificant amount, and it is a general support grant which we can use however we please (we show a spread throughout all our programs/events), so the funds aren't restricted in any way.
- d. Publicity/Marketing (Linda) –
 - i. Press Releases published for "Pay it Forward" (Empty Bowls involvement/donation); "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. Created a video tour of the current gallery show and posted it on FB and to twitter and on our website. It is helping us bring increased numbers of visitors to both our FB page and our website.
 - iv. Postcard invite (large format), created and mailed to membership – for Open House/Holiday Sale
 - v. Monthly updates to on-line calendars (Sentinel, Good Times, SC Weekly, Press Banner)
 - vi. Paid ads in Press Banner for Nov. 26 Open House/Sale & Dec 11. Family gift making workshop.
- e. Music (Carolee) – Marty's beginning ukulele class will end in December with the last class being 12/12/11, and will start a new beginning ukulele class in Feb with the first class starting on Monday, 2/6/12 running approximately 10 weeks give or take. Rick will take a break in intermediate ukulele at the end of the year, and then decide whether to continue in 2012.
- f. Ceramics (Jody) –
- g. Events (Julie) –Education (Lisa) –

SANTA CRUZ MOUNTAINS ART CENTER

POLICY FOR EVENTS COMMITTEE

DRAFT

- 1) The Chair of the Events Committee will be appointed by the Board of Directors.
- 2) The Events Committee, open to all Santa Cruz Mountains Art Center members, will meet at regular intervals which will be posted on the monthly calendar.
- 3) ANNUAL BUDGET: It will be the responsibility of the Events Committee to develop a year's program of events, and projects. In addition, they will estimate future needs for supplies, equipment, maintenance and facilities needs along with a yearly budget. These documents will be submitted by the Chair to the Board of Directors no later than October of each year for the Board's approval.
 - a) The Events Committee Chairperson and the Events Committee will select events and programs appropriate to the mission of the Art Center.
 - b) The Events Committee Chairperson will meet with the Finance Committee before submitting the year's proposal to the Board for assistance and advice. The Grants Chair will assist in a funding search if funding cannot be derived from the usual sources.
 - c) The Events Committee Chair will meet with the Facilities Chair on a regular basis to determine Events facility needs, and the Facilities Chair will help provide a working schedule and budget.
- 4) CALENDAR SCHEDULE: The Events Committee Chairperson will enter the Board approved scheduled events on the Master Calendar. The Office Manager will enter those dates on the Google public calendar.
- 5) SAFETY: All who use the Events facilities at the Center will abide by the "General Facility Safety Policy".
- 6) EVENT CHECKLIST:
 - a) 2 months before the scheduled event, provide Publicity/Marketing with information for publicity releases.
 - b) 1 month before the scheduled event, review the calendar for other events occurring at the same time and meet with the responsible party to coordinate efforts and resolve any conflicts.
 - c) 1 week before the scheduled event, determine if a yard/space cleanup is needed. Coordinate with Events Committee members/volunteers for a clean up day. During that effort, conduct a "walk through" to check on needed facilities: power outlets, lights, bathroom supplies, amplification system. If there are repairs needed, or safety issues noticed, please report these to the Facility Chair immediately.
 - d) Day of Event: make sure everything you need for the event is on location (trash cans, trash bags, toilet paper, paper towels, etc.)
 - e) After the Event: Clean up! Take trash out, clean up bathroom and kitchen areas (sweep floors, clean up any spills, resupply paper towels & toilet paper as needed). Review the calendar. If there is a class scheduled the next day, please make sure you complete your clean up prior to that class.

Checklist for Outside Events Roles and Responsibilities for Events Booked at SCMAC

To Book the Event

- Read all guidelines outlined in “use of space agreement”
- Fill out, sign and submit your application for use of space. (All events MUST be approved by the board of directors)
- Once your event has been confirmed, pay deposit fee, sign contract and put event on master calendar.

One Week Before the Event

- Call the center or check the calendar for other events that may be occurring during your event.
- If there is an additional event that is going on, please coordinate with the other host/teacher to make sure there are no conflicts.
- Finalize payment for use of space
- Contact SCMAC to do a „walk-thru“ for a safety orientation. (Evacuation procedures, phone locations, fire extinguishers, safety rules, etc.)
 - During walk-thru check all needed facilities (power outlets, lights, bathroom facilities, etc.) If there are repairs needed, please let the center know!

Day of Event

Before the Event:

- Make sure everything you need for your event is on location (trash cans, trash bags, toilet paper, paper towels, etc.)
- Unlock all doors for safety issues

After the Event:

- Clean up! Take trash out, wipe down sink in bathroom, etc.
- Turn off heaters (in season)
- Turn off all the lights
- Lock all the doors
- Return keys if necessary

***Please note that there is non-exclusivity at the Art Center and there is a chance that another event may be booked at the Center.