



## Board of Directors Meeting Notes Monday March 14, 2011

### Goals for 2010 – 2011

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

1. Call to order by Linda Levy at 6:35 pm.  
Quorum established, Board Members Attending: Lisa Alexander, Susan Archibald, Cheryl Costella, Linda Levy, Noel Littlejohns, Shahn Spratt, Stephanie Triolo, Larry Worley  
Guests: none  
Absent: Carolee Burrows, Julie Erreca, Jody Snyder
  - a. Chair Report: none
2. Cheryl read her Curatorial addition to the consent agenda, to be incorporated into the print version later via email. Motion to approve minutes from February and consent agenda as amended was made by Shahn, seconded by Stephanie, vote: all in favor.
3. New Business:
  - a. Wheelchair friendliness of backyard: Concerns arose at Ceram-A-rama and Ukuleles Gone Wild about the backyard gravel being difficult to navigate by wheelchair. Shahn will investigate the state requirements and standards for compliancy, and report back to the Board at the next meeting.
  - b. Felton Library poetry reading: The library is looking for a SCMAC representative to read a favorite poem at their reading on April 27. Any interest? Susan will ask Sheila DeLany if she's interested.
  - c. Ben Lomond Park: April 2, 10 am – 3 pm, is the reopening of the newly renovated park. SCMAC has been invited to set up an info/art activity table during the celebration. Stephanie offered to coordinate volunteers to man the table and Lisa will coordinate a kids activity.
  - d. Redwood Mountain Faire: Will send out a call to artists via email to the membership. Not enough enthusiasm from the board to host a SCMAC booth this year.
  - e. Membership drive: We have not increased membership dues, ever. This is one place we could effortlessly increase revenues towards our 2015 goals. Vote to increase membership dues from \$40-\$45, \$60-\$65, effective May1. Motion made by Stephanie, seconded by Lisa, all in favor.
  - f. Mother's Day Sale planning: Scheduled backyard clean up day for Saturday, April 30, 10-2. We have not been doing postcards, will take out an ad in the Valley Press instead, and make posters. Will invite participating artists to set up tables on sidewalk.
  - g. Newsletter: Still need articles, will use the year-long calendar Linda created, including summer classes.
4. Old Business:
  - a. Strategic plan:
    - i. Changed Mission Statement to read: "The Santa Cruz Mountains Arts Center supports and encourages the arts through education, exhibition and cultural activities, reflecting the unique and diverse environment of the mountain communities."
    - ii. Motion to adopt the changes made by Lisa, seconded by Larry, vote: all in favor. (Jody and Carolee sent yes votes via email.)
5. Motion to adjourn made by Lisa, seconded by Stephanie at 7:40 pm.

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

### **February Consent Agenda Items:**

1. Treasurer's Report and Budget:
  - a. Checking: \$35,733.06 (as of 2/1)
    - \$5124 restricted for CFSCC youth grant
    - \$4317 restricted for scholarships

\$26,292.06 available

b. Money Market: \$28,743.12

2. Chair/Committee Reports

a. Curatorial (Cheryl) – We had a very full house for the Opening Reception of “In the Creative Spirit”, and sold a number of items. We’re looking for ways to re-energize the curatorial committee....look for a meeting soon.

b. Facilities (Shahn) –

c. Grants (Linda) –

d. Publicity / Marketing (Linda) –

i. We have at least 4 people who are interested in joining a marketing committee. They have already provided some great ideas. I will try and call a meeting within the next couple of weeks. Our goal at the meeting is to list all the marketing possibilities, and then rank / rate them, picking the top 10. We should be able to provide metrics for how well each individual effort works, and after a 6 month period, go through an evaluation and reassessment.

ii. A new IContact template has been set up to aid the send outs of the weekly publicity updates. We have 27 recipients, and it appears that some of them actually open the email. Looking into ways to increase their response. I set this up so I could send out the weekly update while I was away. You can schedule the delivery. Handy. Still need to input items to on-line media.

iii. Email and FB blasts. For the Opening Reception for “In the Creative Spirit”, email templates using the poster (and links to website & map) were provided to all participants to use to send out to their lists / friends. An event was created in FB with invites sent out to over 250 people. An article also appeared in the Press Banner. All these efforts resulted in a successful well attended Opening Reception. The joint was rocking!

e. Music (Carolee) –

f. Ceramics (Jody) –

g. Events (Julie) – I am presently discussing w/ Camp Joy this year's plein air fund raiser in May for youth scholarships.

h. Education (Lisa) –