



Board of Directors Meeting Notes Monday September 12, 2011

Goals for 2010 – 2011

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

- 1) Call to order by Shahn Spratt at 6:38 pm.
Quorum established, Board Members Attending: Lisa Alexander, Susan Archibald, Noel Littlejohns, Erica Siegal, Jody Snyder, Shahn Spratt, Stephanie Triolo. Pat Worley. Executive Director: Linda Levy.
Guests: none
Absent: Carolee Burrows, Cheryl Costella, Julie Erreca.
 - a) Chair Report: none
 - b) Motion to approve minutes from August and consent agenda as amended was made by Noel, seconded by Jody, vote: all in favor.
- 2) New Business:
 - a) Budget / finance:
 - i) Linda walked the Board thru the PDF documents. We are doing well compared to other orgs. Commended the Board for curbing facilities spending during recession in past 2 years.
 - ii) By next meeting, will have a budget to vote on.
 - iii) Discussed new facilities spending: electric, shade, sidewalk, estimated at approximately \$12K. Do we want to reinstate the fund for facilities spending? Shahn will bring a report to next meeting listing the top 4 priorities so we can budget funding, breaking into phases if needed.
 - b) Open Studios:
 - i) SCMAC is hosting 2 artists: Shane Mann and Mardeen Gordon. Linda will meet with them in the next 2 weeks to work out details.
 - c) Use of Center
 - i) The Center is being used more. We need to be able to address conflicts before they arise. Discussed creating an "Events Checklist" detailing what each party is responsible for, how to plan for communication and coordination between groups when there is more than one event happening simultaneously.
 - ii) Erica will draft the document and email it around for contribution.
- 3) Old Business:
 - a) Facilities:
 - i) Backyard paths – pathfine would be eroded by wheelchairs with narrow tires. Bricks are a better solution. Can install in sections each year until covered.
 - ii) Linda bought a wireless headset mike (\$260) for presenters to use during Ceram-A-Rama. Can then be used by other events.
 - b) Ceram-A-Rama: Would like to have a board presence at the event to take new memberships.
 - c) Education: All 3 elementary schools are scheduled for after school art sessions, a full schedule of 8 sessions throughout the school year. We will charge a nominal fee of \$5 per class in order to fund doubling the offerings.
- 4) Motion to adjourn made by Lisa, seconded by Pat at 7:44 pm.

Next meeting will be Monday, October 10, 6:30 pm at the Art Center

Consent Agenda Items:

1) Treasurer's Report and Budget:

- a. Checking: \$39,911.67 (as of 9/8)
 - \$2844 restricted for scholarships
 - \$3000 restricted for Ceram-A-Rama
 - \$561 restricted for SCCMP (museum partnership)
 - \$33,506.67 available
- b. Money Market: \$28,795.68

2) Executive Director Report: none

3) Chair/Committee Reports

- a. Curatorial (Susan) – Current show From the Mountains is doing well. Sat. Side walk sales have ended. They did help sales and brought more people into the Center. We had some problems with coverage for every Sat. I think it is something we should repeat but it needs to be fine tuned for next year. The Art Center is hosting two members for Open Studios, Shane` Mann and (oops forgot the name). The Gift of Art show will come in on Oct. 23rd. Completed calendar for next years exhibits, which will include Youth Art Show again. General curatorial meeting to be held Sunday 9/25 from 11am. to 1pm.
- b. Facilities (Shahn/Noel) –
- c. Grants (Linda) –
 - i. CFSCC / Rydell – Youth Art Programs Grant
Completed a year-end report, and included links to the YouTube videos Brenda Berg put together for several of her youth classes. These were well received and appreciated. They gave us kudos for a great program. We should be receiving the 2nd year funding (\$11K) shortly.
 - ii. SC County Museums Partnership – Fiscal Sponsor.
Most of the funds have been collected from all the partners.

Brochure is being distributed.

The grant check from the Community Foundation has been deposited (\$7.5K), and we've cut checks for the distributor and brochure designer. Will be getting an invoice for the printing costs soon.

Report (Excel Spreadsheet to Lynda Phillips, Partnership Chair)

\$4600.00 = Amount received from participants
\$7500.00 = Amount of Grant Check deposited
(\$5850.95) = Payment to Certified Folder Display Service
(\$500.00) = Payment to Heath Design – Brochure
(\$5188.00) = Payment to Printworx
\$561.05 = Total Available

iii. CCSCC (Cultural Council)

Hosted CC Executive Director, Michelle Williams, for a luncheon get-together Tuesday, August 30. Attendees included Board Members Jody, Noel, Pat & Larry. Provided an opportunity to informally catch up on CC news (they are moving to a space downtown (above Logos). Michelle also talked about their taking on the Mariposa Arts programs, which enhances their Arts Education outreach.

Grants Program manager, Nabil Ghachem is going part time to go back to school to work on a Masters. Sally Green will be helping with Grants coordination.

They published a preliminary report on their Grants Program evaluation, and we should expect a report detailing their program changes/actions. One of which is they've put us on a 2 year cycle, so we don't have to apply every year.

Talked about our Youth Ed Programs and how they parallel the Mariposa efforts. The CC is looking to make the Mariposa program a county-wide effort, and this may present opportunities for our programming in the future.

Also discussed: Upgrades to make us ADA compliant (bathroom and back yard), upcoming Ceram-A-Rama, and a tour of the gallery (where Michelle made some purchases!)

Still searching for ADA compliance available grants – have scanned thru all the Federal Grants and not found anything so far.

d. Publicity/Marketing (Linda) –

- i. Filed paperwork with the Conference & Visitors Center (CVC) for all our events in 2012 – for inclusion in their Visitor's Guide, their website and "Pick of the Week".
- ii. Press Releases: August Sidewalk Sale days, Ukuleles Gone Wild, Ceram-A-Rama 2011, "We get & We Give" (Empty Bowls effort), From the Mountains
- iii. Weekly Media Blasts listing all classes/events/news to Sentinel, Good Times, SC Weekly, PressBanner, Pajaronian, Mercury News, Community TV, Mid County Post, Santa Cruz Parent, City on a Hill Press, MAH, UCSC Art & Lectures, Visual Arts KUSP, SCICA, KSCO, CVC, CCSCC, SCAL
- iv. Monthly On-Line posts to: Sentinel, Good Times, SC Weekly, Mercury News, Press Banner
- v. Creating Reports on Marketing Campaign over the summer. Marketing Committee Meeting will be scheduled in the coming month to review marketing efforts to day and determine what was effective, what was not. Preliminary reports show while Sidewalk Sales were minimally supported by participating artists, they did bring in increased visitors and sales.
- vi. Facebook Fan Page:

223 monthly active users (up 31)

264 people "like" this

Our likes have been steadily increasing since we've been auto-posting via IContact email messaging.

Website Statistics for August:

1,020 visits (last yr, same time period, 778)

"new" visitors up by 21%

33% go to home page, 20.5% to Classes page, 12% to Events page, 7.5% to calendar page, 7% to artists page

e. Music (Carolee) –

- i. Ukuleles Gone WiLD! well received - all three summer shows were full of impressive local musicians. August's show was all about jazz standards and songs from musicals such as South Pacific. July's show was a showcase for local songwriters, very touching and entertaining. June's show included local talents like Rick Duncan and Rhan Wilson who performed solo sets. The shows draw folks up from downtown as well as from our mountains making them especially successful. I am proud of the shows and how they help the Art Center. Special thanks to Tessie Kennedy for distribution of our posters for all three shows!

f. Ceramics (Jody) –

- ii. Ceramarama front and center Sept 16-movie night, workshop on 17th with Wesley Andregg, and the Bestest Ceramic event in town-11-5 Sunday 10th Anniversary Ceramarama-WOULD LOVE

BOARD PRESENCE!!! Come join the zany fun! Soda Fire ceremony to begin it at 11 AM Sunday at Ceramarama. Don't miss it!

- iii. Stephanie Triolo is now co-chairing the ceramics committee, with Jody.
- g. Events (Julie) –
- h. Education (Lisa) –