

Board of Directors
Meeting Notes Monday October 14, 2013

Goals for 2013 - 2014

- ✓ *Market the Art Center – Promote Membership, classes, & events, increasing community awareness*
- ✓ *Develop & implement an effective Adult Education Program*
- ✓ *Fundraising, fundraising, fundraising*

- 1) Call to order by Board Chair Shahn Spratt at 6:35 pm.
Quorum established, Board Members Attending: Susan Archibald, Cynthia Armstrong, Noel Littlejohns, LAuruS Myth Jody Snyder, Shahn Spratt, Stephanie Triolo, Larry Worley
Executive Director: Linda Levy
Guests: Tina Masciocchi
Absent: Julie Hendriks (Excused)
- 2) Motion to approve Consent Agenda and minutes from October made by Jody, seconded by Noel, Vote: all in favor.
- 3) Meeting Focus:
 - a. Budget for 2014 (Page 4) Budget Issues Discussion:
 - i. The increase in Outside Services is close to double what we now pay. This includes Office Management, Youth Ed Program Director, and other possible/future contracted services TBD (part time ED?).
 - ii. The increase will bring our Management expenses to 23% of our budget. This high % makes our organization “look” top heavy in terms of management, and granting organizations and other donors “frown” on this.
 - iii. Website updates/design expenses should be tracked by program, i.e., “Class Expenses”, “Curatorial/Show Expenses”, “Event Expenses”. This would relieve some of the direct management overhead expense %.
 - iv. Same thing for any Graphic Design work that is contracted, although this effort can probably be done by a volunteer for no cost. We do have a volunteer position description for this.
 - v. Publicity – Weekly send-outs to media, bi-weekly send-outs to community, posting to FB, Press Releases, etc., hopefully some or most of this effort will be done by a volunteer, or new website design might make it a lot easier to accomplish. Even so, any expense should be categorized to a specific program cost.
 - vi. If you hired a part-time ED (assuming one can be found) and used all the Facilities \$ (which were in the past, added to the prudent reserve fund), and added in half the marketing \$, there would be close to \$17K to support the position....at \$40/hr, that allows 425 Hrs/year, figuring 50 weeks/year, = 8.5 hours/week. Much of this could be tracked to specific program costs. General meetings (i.e., monthly Associates’ meetings, community related meetings, board meetings) would be a direct overhead management cost, est. about 6 – 8 hrs/month.
 - vii. Grant writing – Over the years, grant funding has comprised as much as 27% of total annual income. The last few years it has comprised about 10% of the budget. We know grant funding has become less available and more competitive. A committed volunteer effort is needed to maintain grant funding in the future. Some of this might also be taken on by the ED position, if filled, and can be tracked to specific program costs.
 - viii. Fundraising – Fundraising efforts are necessary, and need to be focused, strategically planned, implemented and successful.
 - b. Motion to accept the budget for 2014 as presented made by Noel, seconded by Larry, vote: all in favor.
 - c. Shahn to convene an Executive Committee to examine expense issues and bring back proposed recommendations to the board.

- d. Holiday Sale, Saturday Nov. 30:
 - i. Tina, Larry and Stephanie volunteered to help. Set-up starts at 9:30 am.
 - ii. Since it can get cold, artists will set up inside, but will have tables of ceramics outside the door.
 - iii. Entertainment? Last year's was provided by Julie Hendriks.
 - iv. Print ads are very expensive. Linda thinks our money is probably better spent elsewhere. She is looking into getting radio spots.
 - e. Beginning of the year maintenance will be done right after New Years, before show comes in on the 4th. A 2-week interim show will feature paintings from Brenda's painting classes.
 - f. Next month's board meeting will be at Jody & Noel's, and will be an opportunity to celebrate the Board. Bring food. Spouses and potential board members welcome!
- 4) Old Business: Sharing the responsibilities:
Library Check / Monthly: Jody said she'd take this on. Thanks!
- 5) Motion to adjourn made by Cynthia, seconded by Jody at 7:35 p.m.

Next meeting will be Monday, December 9, 6:30 pm at Jody & Noel's house.

Consent Agenda Items:

- 1) Treasurer's Report and Budget:
 - a. Checking: \$20,354.01 (as of 10/8)
 - \$1595 restricted for scholarships
 - \$617.15 restricted for SCCMP (museum partnership)
 - \$4960 restricted for Ceram-A-Rama
 - \$13,181.86 available
 - b. Money Market: \$43,981.55
- 2) Executive Director Report:
- 3) Chair/Committee Reports
 - a. Membership –
 - i. This month: 6 renewals, 4 new members, \$510 collected, 204 on the mailing list.
 - ii. Last month: 7 renewals, 2 new members, \$425 collected, 205 on the mailing list.
 - b. Curatorial (Susan) –
 - i. Current Show "It's a Wonderful Life" continues. Cards to be sent out for Sale and Open House on November 30th.
 - ii. There were lots of visitors to Center during Open Studios and some good sales.
 - iii. Two curatorial meeting were held in October. Issues discussed include docent sitting and ideas for a two week guest show in January, before regular show schedule starts. Plans are developing for showing work done in Brenda Berg's painting, mixed media, and big painting classes. It will give beginning and experience artist a chance to show their work. It will also show the range of media possibilities taught in Brenda's Art Center classes. We also plan to offer cash prizes for art work in the "Prime Time" Show, which comes in on Jan. 19th. We will be looking for a person to judge the artwork.
 - c. Facilities (Shahn/Noel) –

- d. Fundraising (Cynthia) - A fundraising committee meeting will be scheduled prior to Thanksgiving to discuss fundraising plan development.
- e. Grants (Linda) – Community Foundation grant of \$15K for youth ed.
- f. Publicity/Marketing (Linda) –
- g. Music – (Julie Hendriks) –
- h. Ceramics (Stephanie) –
 - i. Ceramic Facility Temporary closure: The Ceramic Studio will be partially closed for Renovation and Re-organization from Nov. 1st thru Jan. 1st. We have canceled all Work Trade Agreements at this time. We have found they do not generate income for the Studio and have become a financial drain on the Art Center.
 - ii. Currently there are only 2 classes scheduled during this time: Jennifer Hennig (canceled) and Chris Bolton.
 - iii. The Ceramic Committee will be deciding how to manage the Studio and will be putting together a budget for Ceramics and will bring these to the next Board Meeting (Dec.) for approval.
- i. Events (LAuruS) –
- j. Education (Cynthia) – The youth education committee met to discuss the scheduling of winter quarter 2014. We have received confirmation that the SLV middle school will allow us to teach art after school starting in January, for 3 sessions. Ongoing issues regarding the maintenance of the art classroom at the art center were discussed. A plea goes out to all committees to keep the classroom clean and free of clutter.

PROPOSED BUDGET 2014

Based on 2012 actuals

Category	Yearly Total	Incorporation	0
Expenses	114,836.00	Insurance	3,600.00**
Fixed Expenses		Property Tax	276
Utilities:		Taxes	10
Internet	384	Overhead General - Other	0
PG & E	4,688.00	Sales Tax	2,000.00
SLV Water	910*	Scholarship expense	2,688.00
Telephone	1,608.00	Spec Event Exp	576
Waste Man.	440	Supplies	624
Utilities - Total	7,672.00	Training, Staff	300
Flexible Expenses	107,164.00	Income	114,836.00
Artist Comm Exp	17,520.00	Class Income	46,296.00
Bankcard Fees	2,244.00	Community Use Inc	500
Ceramics Supplies	1,968.00	Donation	2,000.00
Class Expense	42,384.00	Exhibit Entry Fee	5,600.00
Curatorial	252	Fundraising Income	10,000.00
Exhibit Exp	420	Gallery Sales	26,076.00
Facilities	3,000.00	Grant Income	15,000.00***
Fundraising Exp	240	Membership Incm	6,000.00
Library Fund Expense	192	Scholarship Income	2,964.00
License&Permit	100	Spec Event Incm	400
Marketing	6,000.00	Total Budget Income:	
Outside Services	22,332.00****	114,836.00	
Overhead General	3,726.00	Total Budget Expenses:	
Bank fees	0	114,836.00	
Dues	60	Difference: 0 .00	
Exemption Filing Fee	20		

* Reflects 65% increase

** Rate Increase of \$240 added in.

*** The CFSCC grant of \$15,000 is confirmed. Approx. \$5K is allocated for FY 2013.

This includes a \$5k grant from the Arts Council for 2014.

**** Increase of \$10,382 from Facilities Expense reduction.