

Board of Directors
Meeting Notes Monday December 9, 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 Linda Levy at 6:40 pm.
Quorum established, Board Members Attending: Susan Archibald, Cynthia Armstrong, Julie Hendriks, Noel Littlejohns, LAuruS Myth Jody Snyder, Shahn Spratt, Stephanie Triolo, Larry Worley
Executive Director: Linda Levy
Guests: Tina Masciocchi, Lee Dean, Jennifer Hennig, Alita
Absent: Shahn Spratt
- 2) Motion to approve Consent Agenda and minutes from November made by Jody, seconded by Stephanie, Vote: all in favor.
- 3) Meeting Focus:
 - a. New board members
 - a. Jennifer Hennig would like to join the Board of Directors, and the Ceramics Committee has asked the Board to appoint her as Chair of the Ceramics Committee.
 - b. Motion to elect Jennifer Hennig to the Board of Directors made by Larry, seconded by Stephanie Vote: all in favor.
 - c. Motion to appoint Jennifer Hennig as the Chair of the Ceramics Committee made by Laurus, seconded by Jody Vote: al in favor.
 - i. Other board member interest: Tina Maschocchi & Alita have expressed interest.
- 4) Old Business: Pot Luck Party! Larry's last meeting: we thank Larry & Pat for their years of participation on our Board.
- 5) Motion to adjourn made by Larry, seconded by Noel at 6:53 p.m.

Next meeting will be Monday, January 13, 6:30 pm at the Art Center.

Consent Agenda Items:

- 1) Treasurer's Report and Budget:
 - a. Checking: \$16,564.65 (as of 12/3)
 - \$1595 restricted for scholarships
 - \$617.15 restricted for SCCMP (museum partnership)
 - \$4960 restricted for Ceram-A-Rama
 - \$9392.50 available
 - b. Money Market: \$43,987.15
- 2) Executive Director Report:
 1. Nov. 12 – Met with Ceramics Committee – discussion on leadership, direction, future.
 2. Nov. 13 - Met with Executive Director Michelle Williams, Arts Council Santa Cruz County, to discuss my "retirement", and transition, to assure them, as grantors, we will fulfill our grant obligations and stay involved with the Arts Council and Associates.
 3. Nov. 14 - Arts Council Associate's Meeting attended with Pat Worley. Great discussion on how to effect change.

4. Nov. 19 – Met with Amy Wagman (Social Media VM Ware, Sunnyvale), to discuss Social Media Strategies, what we are currently doing, and open to her suggestions
5. Nov. 21 – Gail Rich Awards committee meeting – Date is Wed. Jan 22, 7:30 at the Rio.

3) Chair/Committee Reports

a. Membership –

- i. This month: 5 renewals, 2 new members, \$335 collected, 205 on the mailing list.
- ii. This month: 6 renewals, 4 new members, \$510 collected, 204 on the mailing list.

b. Curatorial (Susan) –

- i. Seven artists participated in our Sale and Open House Day on 11/30/13. While we had visitors and sales they were far less than what we have seen in past years. Current show continues until Dec. 24. Pick up of artwork from current show will happen on Dec 24th and Dec. 29th.
- ii. Thursday and Friday Jan. 2nd and 3rd are scheduled as gallery clean and repair days.
- iii. A short interim show featuring artists from Brenda Berg's painting and mix media classes is scheduled from January 8th to January 18. There will be a reception on January 10th. Don't miss it.
- iv. The take in for our next regular show "Prime Time" is January 19th. We will be awarding cash prizes and are looking for judge for this show. Suggestions welcome.

c. Facilities (Shahn/Noel) –

d. Fundraising

e. Grants (Linda) – Community Foundation grant of \$15K for youth ed.

f. Publicity/Marketing (Linda) –

- i. Weekly media releases sent out to 28 recipients, advertises our events/classes, starting 6 weeks prior to events.
- ii. Bi-Weekly email sent list via iContact. Email Campaign: we are sending emails out to over 900 recipients. People are using the email to link directly to the on-line registration/donations, while the posting in Facebook/Twitter/LinkedIn is generating clicks through to our website
- iii. Posters/Flyers for "Prime Time", year "Time Line"
- iv. Website updated: Youth & Adult Classes, Events, on-line store registrations
- v. Press Releases: Grant Award from Community Foundation; New Show/Cash Awards
- vi. Articles for Newsletter

g. Music – (Julie Hendriks) –

h. Ceramics (Stephanie) – Cabinets & walls painted, thanks to volunteer Filmore Denton! Areas cleaned and organized. Linda & Stephanie cleaned out Glaze Shed, performed an inventory of materials. Laurel Grace to teach Pottery/wheel classes in January. Jennifer Hennig to take on Ceramics Committee leadership in December.

i. Events (LAuruS) –

j. Education (Cynthia) – Winter quarter schedule is complete and ready for posting on web. Middle school classes are finalized and we already have sign ups. We will look ahead to spring break and spring quarter shortly after the new year.