



Board of Directors
Meeting Notes Monday August 10, 2015

Goals for 2015

- ✓ *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 Susan Archibald at 6:34 pm.
Quorum established, Board Members Attending: Susan Archibald, Brenda Berg, Jennifer Hennig, David Kurtz, Tina Masciocchi, Johanna McCormick, Stephanie Triolo
Guests: Natosha Wengreen
Absent: Julie Hendriks, LAuruS Myth, Jody Snyder
- 2) Motion to approve Consent Agenda and minutes from July made by Stephanie, seconded by Jahanna, Vote: all in favor.
- 3) Announcements: Jenni Fox will chair the Exterior Committee, and report at the October meeting.
- 4) Topics: Safety issue – Need to find out the attendance limit from fire marshal before MMF.
- 5) Meeting Focus:
 - a. Open Studios – Will host Honora Bacon. North county is first and third weekends. Need to find out if she is doing the encore weekend. Did she change her name after her wedding?
 - b. Insurance – Susan has been discussing coverages with our agent and it looks like we need to add coverage for the off-site classes at the schools, for approximately \$100/year. Also asked about injury liability – we are currently covered up to \$5000 for medical expenses. Can add “excess medical” coverage for an additional \$350/year. There was not support for adding at this time, current coverage is adequate.
 - c. Ceram-A-Rama
 - i. Help is needed. See Ceramics Report in Consent Agenda (below) for list of tasks, and schedule of events.
 - ii. Will charge \$3 for movie tickets to get a head count. Need to set this up on website (Gretchen will).
 - iii. Should enter events in CruzCal and Good Times calendar (events under \$10)
 - d. Muddy Mountain Music Festival: Sept. 26, 3-7 pm
 - i. Midnight North will be headliner. Jon Payne is managing the bands.
 - ii. Natosha is managing the youth area and coordinating volunteers. Band members will help volunteer during the event.
 - iii. They will create their own publicity flyers, etc.
 - iv. Event price has not been set yet, but profits will be split between ceramics and youth departments.
 - v. Asking for donations of 2 kegs from Cremer House, mugs to be made for sale.
 - vi. Looking for food vendors, have 2 hot dog carts so far.
 - vii. Mountain Feed will donate hay bales and deliver prior to Ceram-A-Rama.
 - e. Education

- i. Brenda proposed to raise the Art After School rate to \$30 to offset the addition of a new school to the current budget. Since publicity has already gone out to Scotts Valley with the \$25 price, will start this in Winter quarter for all schools.
 - ii. The new admin person at the district seemed to indicate to Natosha that we could submit flyers to be sent in a go home packet. She will pursue this opportunity. Johanna will make ½ page flyers for each school and a letter-size flyer for our membership mailing and posting.
 - f. Curatorial – Shows for 2016 have been decided at last meeting. If anyone has other ideas for the gallery, now is the time to voice them. Jen suggested a month-long ceramics show during October.
- 6) Old Business:
- a. Facilities - Pavers:
 - i. Might happen this weekend, but Americorps volunteers are off fighting fires. We can either wait for volunteer workers to become available or hire Hector & Marco for an estimated \$500/8 hrs. Want to have someone to supervise, will ask Pierre.
 - ii. Materials cost is approximately \$600. Has been ordered on “will call”.
- 7) Motion to adjourn made by Jen, seconded by Johanna at 8:05 p.m.

Next meeting will be Monday, September 14, 6:30 pm at the Art Center.

Consent Agenda Items:

- 1) Treasurer’s Report and Budget:
- a) Checking: \$30,547.17 (as of 7/7)
 - \$638 restricted for scholarships
 - \$617.15 restricted for SCCMP (museum partnership)
 - \$4000 restricted for Ceramics / Ceram-A-Rama
 - \$25,292.02 available
 - b) Money Market: \$46,073.51
 - c) A Closer Look Exhibit brought in \$735.82 in gallery sales for June; year to date gallery sales are \$5851.11.
- 2) Chair Report:
- a) 6/22 Helped with Youth Art Summer Camp for the week
 - b) 6/22 July Mailing. Thank Sunny J
 - c) 6/25 New Leaf Community Day, Thank you Julie, Tina, Jen, Lori, Natasha d. 7/2 Meeting with Brenda and Natosha, discussed Youth Scholarships and Fall Art After School
 - d) 7/6 Helped with Summer Youth Art Summer Camp for the week
- 3) Chair/Committee Reports
- a) Membership –
 - i) This month: 8 renewals, 5 new member, \$740 collected, 200 on the mailing list.
 - ii) Last month: 5 renewals, 2 new member, \$355 collected, 200 on the mailing list.
 - b) Curatorial (Susan) – Take down of "A Closer Look" and take in "From the Earth" on July 12th. Reception on Friday 7/17. Less participation in shows is resulting in fewer people to docent.

Also last two years we have had a steady stream of Community Services helpers. Need some ideas of how to fill the shifts or cut back gallery hours.

- c) Facilities –
- d) Fundraising –
- e) Grants (Kathryn) –
- f) Publicity/Marketing (Johanna) –
- g) Music (Julie) –
- h) Ceramics (Jen) – **CERAM-A-RAMA Meeting 7/15/15**
 1. Jen ordered clay and tools from Phoenix. Will be delivered at least one week prior to event to wedge for contests.
 2. Award making workshop August 14th @ noon (prior to meeting @3).

3. David & Carolyn to prep hand-building materials (slabs and extruded pieces).

4. People needed to help weigh and wedge clay

5. Liz ordering Hay bails from Mountain Feed to be delivered Friday before the event

6. Laurus, Jenni and Sunny to make goodies (baked goods) for both movie night and Ceram-A-Rama

7. Friday: final blow-down of property

Volunteer(s) to set out ceramics on side, outside.

Clean up by volunteers- kitchen and outside areas, empty trash, set up umbrellas, ready the stage for demonstrators at Ceramarama

Someone pick-up popsicles and dry ice

–Noel will order 10 pizzas- 5 marguerita and 5 meat for Sunday pick up.

Noel Friday pick up: beer, 2 case Hansen, 2 cases juice, popcorn and other snacks?

supplies: sharp knife, pizza paddle, pizza cutter, Reynolds wrap, corn meal

8. Movie Night: Friday at Park Hall @ 7p.m. Rented from 5-10 p.m. Charging nominal fee for ticket sales for a headcount (\$3) and to offset rental fee of \$35/hr. Will receive a small discount as well.

a) Set up Chairs for Movie night*

b) popcorn*

c) set up concessions

d) ticket sales

e) run concessions*

f) run projector

g) introduction

9. Hennigs to do Saturday set-up (9 a.m.) and clean-up after workshop.

10. Workshop attendants and members invited to potluck at Jody and Noel's house (bring something to share).

CERAMARAMA: YEAH!

All arriving by 9-9:30AM: except Noel who is picking up the pizzas etc

LIGHT KILN-Jen

Move wheels with everyone's help

Hang signs

Hang tee-shirts

Go get ice across the street and prep the buckets with beer and sodas

Set up water coolers with water and lemonade

Help with food set up

Set up cash register & the float

Need punch for Raku ware-give to Noel/cash register folks

Take Large signage to Highway 9, place banners outside at the gate

Post the schedules and sign up for contest board

Set up Awards on the stage with post its-

Blindfolds –put w/clay bank

Place trash bins about-recycle for clay and as well as cans etc) buy if need more

Place tools and wareboards etc to their places/handbuilding/beginners area, wheel area

Set up wheels with water buckets, tools etc-designate one for beginners

Clay will be given in 2# increments except for contests: tallest pot, blindfold and musical wheels

JOBS

Greeters: Susan, Laurie, +?

MC: ??

Soda fire opening: Paula & friends

Empty Bowls info-Jen

Help w/Demonstrators: Jen

Clay keeper for contests:??

Raku helpers:??

Handbuilding-Carolyn and Liz

Beginners': Tina, Tamara

Food Helpers w/Noel- ??

Cash Register help w/Noel: David +?

Timekeeper/Scheduling-Troubleshooting:Jen and ??

Membership table: board members-??

Clean up Committee-ALL 5-6 to Music of ??

Tentative Schedule

11:00- Opening Soda firing

11:15- Handbuilding Contest begins (announced)

11:30- Raku Loading
11:45- Handle-pulling contest
12:00- Travis Lange demo
12:45- Raku unload
1:00- Tallest Pot (5#) contest
1:30- Blindfold contest (wheel)/raku load
2:00 Hand-building contest called (audience judged: decibal reader for applause(David))
2:15- Musical wheels
2:30- Raku unload
3:00- Elaine Pinkernell demo
4:00 Wind down and Clean-up

Next Meeting August 14th @ 3 (trophy making workshop @12)

Everything in BOLD TYPE is where help is still needed

*** Was thinking of involving art boosters from SLVHS**

- i) Events (LAuruS) –
- j) IT/website –
- k) Education (Brenda) – (see attached)
 - i) Summer Art Camp
 - Friday August 8, 2015 was our last day of SAC, We successfully finished every camp that we offered this season with no cancelled camps!
 - Enrollment: Number of students exceeded our expectations with multiple camps hitting their maximum camp number of students.
 - Scholarship: Thank you Susan Archibald for her efforts to get New scholarship students and strengthening SCMAC connection with Valley Church to connect with those families in need.
 - Registration/Greeters: Thank you to Susan Archibald, Kathryn Pierno and Natosha Wengreen for insuring that the first day of camp ran smoothly. In addition to welcoming parents and campers to the first day of camp, greeters make sure camp paperwork is complete and that families have read and signed the camp information and rules agreement. Registrations are primarily online, but a few are happening at the Center.
 - Advertisement: Our two Press Banner half-page SAC ads and AAS half-page ad placed in the program booklet for Ben Lomond's annual Little People's Theater production.
 - ii) Art After School
 - 2015-2016 Schedule: Calendar has been approved by ALL schools, except unofficially BCE, Natosha Wengreen is continuing to contact Margaret Zavoari administrative assistant at BCE.
 - Teachers Confirmation and Short Class Description: All teachers have confirmed their teaching schedule and finished their Fall session short class descriptions. Teacher Class Contract will be filled before AAS starts in the Fall.
 - New TA: Liz Payne pending verifications will be joining the AAS TA team for the fall, helping Wednesdays at SLE.

- New School: SVM is in the finalizing steps.
- Helper needed for SCOTTS VALLEY MIDDLE SCHOOL WEDNESDAY 2:45- 4:30pm
 - FALL SESSION I: SEPT 23, 30 OCT 7,14
- Advertisement: SVM Principal Mary Lockhart kindly allowed us to add flyers for SVM “Go Home Packets” for Parents. Natosha Wengreen is looking into similar opportunities with the SLVSD. SCMAC Name Labels have been created for teachers to use for AAS projects.
 - Poster/Flyer: Thank you Johanna McCormick for quickly making 1/2 page AAS flyers for SVM to meet our time sensitive deadline.
- Homeschool: Kathryn Pierno: No report.
- Natosha Wengreen will be Meeting with Brenda and Susan this week to finalize AAS and continue to Brainstorm Marketing ideas to boost our enrollment.

iii) Internet Technology

- Webpages: Almost All AAS Classes are listed on the youth class pages with links to Bookeo. Natosha Wengreen and Brenda Berg will work with Johanna and Gretchen to get fully trained on Bookeo systems and update the website.
- Emails & 4ART Line: Natosha has handled 4ART Line.

iv) Muddy Mountain Festival

- Natosha Wengreen is working with Jon Payne and Liz Payne (Ceramics department) to create a Music and Art festival.
 - Date: The date has been set September 26th, 2015
 - Location: SCMAC
 - Musicians: All Musicians have confirmed the date and will be managed by Jon Payne
 - Youth Education: Natosha Wengreen has planned and will manage a Kids Art and Crafts booth throughout the Event. Simple take home arts and crafts projects will be available to do throughout the event. Youth Education Program Flyers and AAS schedules will be distributed.
 - Natosha Wengreen will coordinator volunteers for the event.
 - Natosha Wengreen and Jon Payne are in the process of gathering sponsors/donations/vendors from local businesses to participate in event.