

Board of Directors
Meeting Notes Monday January 12, 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 6:40 pm.
Quorum established, Board Members Attending: Susan Archibald, Brenda Berg, Julie Hendriks, Tina Masciocchi, Johanna McCormick, LAuruS Myth,
Guests: David Kurtz
Absent: Jennifer Hennig, Noel Littlejohns, Jody Snyder, Stephanie Triolo
- 2) Motion to approve Consent Agenda and minutes from December made by Johanna, seconded by Tina, Vote: all in favor.
- 3) Announcements:
- 4) Issues:
- 5) Meeting Focus:
 - a. Budget
 - i. Susan distributed 2015 proposed budget documents for the board to study. Will vote on the budget at the February meeting.
 - ii. Board members requested an asset report.
 - iii. Fundraising ideas:
 1. Create an annual event to be held the same time each year, at a venue outside the Art Center, such as a dinner/dance at Scopazzi's, proposed by Julie.
 2. Revive the backyard music festival in the summer
 3. On Tuesdays, Casa Nostra offers an evening where they will donate a percentage of the proceeds to a non-profit who hosts an event there.
 4. Coordinate a volunteer crew for the Redwood Mountain Faire to get donations from them, like last year.
 - b. Newsletter
 - i. Peggy Kirk has volunteered as editor, Johanna is doing layout
 - ii. Looking for articles, writers, ideas
 - iii. Timeline/calendar for 2015
 - c. Education
 - i. Brenda and Susan will meet with Scotts Valley Middle School to discuss expanding AAS classes to that school.
 - ii. Quail Hollow School is having an event for homeschoolers on 1/28, Brenda and others will represent SCMAC with an information table.
 - iii. Will be running a series of 3 ads in the Press Banner, Brenda negotiated a 20% discounted rate of \$292/ad. She is lobbying them to do an article on our youth classes to coincide with the ads.
 - iv. Brenda will be stepping down as YEPD in may, so we need to find a replacement director by then.

1. Recommended increasing the YEPD stipend, starting in May, for the remainder of 2015 from \$125 to \$200/month.
2. Recommended seeking grant support to make the YEPD a paid position of \$600-\$1000/ month for next year. Brenda and Kathryn are looking for grants.

6) Old Business:

7) Motion to adjourn made by Laurus, seconded by Johanna at 8:12 p.m.

Next meeting will be Monday, February 9, 6:30 pm at the Art Center.

Consent Agenda Items:

1) Treasurer's Report and Budget:

a. Checking: \$24,212.43 (as of 1/6)

\$679 restricted for scholarships

\$617.15 restricted for SCCMP (museum partnership)

\$6573 restricted for Ceramics / Ceram-A-Rama

\$16,343.28 available

b. Money Market: \$44,051.13

c. It's A Wonderful Life Exhibit brought in \$4964.58 in gallery sales for December.

2) Chair Report:

a. 12/13 second Holiday Sale

b. 12/22 mailed January calendar

c. 12/23 last day of show and art work pick up

d. 12/30 to 1/6 gallery closed for painting and cleaning. Much thanks to Christina Ensminger and David Cashin for days of work. Others who contributed to the effort were Erica Costella, Fillmore Denton, Linda Levy, Christina Morris, Noelle Lightbourne, and the other David.

3) Chair/Committee Reports

a. Membership –

i. This month: 5 renewals, 1 new member, \$310 collected, 203 on the mailing list.

ii. Last month: 4 renewals, 2 new member, \$290 collected, 202 on the mailing list.

b. Curatorial (Susan) –

c. Facilities (Noel) –

d. Fundraising –

e. Grants (Kathryn) –

f. Publicity/Marketing (Johanna) –

g. Music (Julie) –

h. Ceramics (Jen) –

i. Events –

j. IT/website (Julia) –

k. Education (Brenda) – see attached



Youth Education Report Monday, January 12, 2015

January 5, 2014, 6:30 pm Youth Meeting Attendance: Kathryn Pierno, Lynn Gunther, Brenda Berg.

I. Art After School

1. **Enrollment:** Classes are not full, yet, but we have steady online enrollment activity. Classes start January 27th.
2. **Reminder-AAS Rosters:** Gretchen will need to cc class rosters to all schools when she emails them to the teachers and Brenda.
3. **TA Still Needed:** A second Teaching Assistant is still needed: Brenda and Lori are helping out until a second qualified TA is found. Julie Miller may not be able to TA during spring quarter because she will be working at Vine Hill School with Lori Wilson.

II. Camp Saturday

Enrollment: First week of classes had no students enrolled in AM/PM sessions. Tweens/Teens had one student.

Temporary Teacher Payment Adjustment: We have changed our payment policy for the Camp Saturday classes until we get them back on target. Teachers are paid \$40 per hour plus \$5 per student for materials, 4 1/2 hour in-class time (10 a.m.-2:30 p.m.). The 4 1/2 hour class= \$120 per Saturday session. A **minimum of 3 students** at \$60 member is needed to pay the teacher. Teachers can now teach the classes with less than 3 students and receive the full tuition and materials fee. Hopefully, if teachers are willing to take tuition and materials fee for smaller classes, word will get out that we are not disappointing students with cancelled classes and classes will get back on track.

Press/Banner Ad: See below.

III. Spring Art Camp, March 30-April 4, 2015:

1. **Enrollment:** Posted online, no enrollment activity. **III. Holiday Workshop: December 7, 2014, 12:30-3:30 PM.**
1. **Stipend:** Lori Wilson will be paid \$150 (\$30 for materials and \$120 for 3 hours of planning/organizing) the Holiday Workshop.
2. **Newsletter thank you:** Lori has asked that all volunteers be thanked for their time and materials in the next newsletter.
3. **Thank You Notes:** "Thank You" note cards have been sent to volunteers by Brenda. **IV. Internet Technology:** Youth web pages were updated, remaining fall classes have been removed, and winter classes have been updated/edited. Presto Reg. has been updated to reflect winter class updates/edits/cancelled classes.

V. Flyers, Posters, printed Media

1. **Winter Flyer:** Please take flyers to post at businesses, give to friends, etc.
2. **Banner/Press Ad:** A 3 column, 6 inch color ad is going to be placed in the Press/Banner for 3 weeks.

Ads are \$292.50 each. Brenda is going to talk to ad dept. about discount and article for the AAS program.

3. Winter Poster: We still have a few of Johanna's beautiful winter youth classes' posters for distribution. Please take one or two and post. Continued thanks to Johanna for all of her amazing creativity and hard work!

VI. Learning: "Learning" is a new segment of each youth education meeting. The director or guest will facilitate strategies for strengthening classroom teaching experiences and create a safe place to share teaching experiences. The following topics were reviewed and introduced by Brenda:

1. Classroom Management: We reviewed classroom management strategies for greeting students, transitions, and clean-up at the last meeting. Teachers were asked to share a classroom management strategy that they tried with positive results and strategies that were less effective. Informative website from last meeting:

https://www.teachingchannel.org/blog/2014/11/21/power-of-arts-integration-getty/?utm_source=newsletter20141122

2. Visual Aids: Teachers were introduced to strategies for using visual aids in the classroom as follows: Having examples of artworks from history and by master artists is an important learning tool for visual learners. Images can be found in library books, your personal library art books and online (printable images from <https://www.google.com/culturalinstitute/project/art-project> and many other sites). A useful online site that offers free Power Point slide shows which are useful as a historical refresher and for classroom presentations are available at slideshare.net. A hand-out from the Teaching Channel: <https://www.teachingchannel.org/blog/2014/12/16/engage-visual-learners/> was discussed. Computer and multi-media technology was demonstrated.

VII. New Youth Ed. Director: The target date for a new Youth Education Director has been set for May 2015. In order to insure a smooth transition, Brenda will be a hands-on support person for the new director during the month of May.

Grant for Youth Education Director for 2016-2017: Brenda is recommending that a grant be secured for the Youth Ed. Director be a paid position at \$600-\$1,000 per month, \$7,200-\$12,000 per year. As an example of time required to conduct the business of the youth ed. director, Brenda has logged over 301.25 hours from May 14-Jan. 12, about 8 months. At the current teacher's pay (which is below what a director should be offered) of \$40 per hour, the cost of the time accrued by Brenda is \$12,050; or \$1,506.25 per month, \$18,075 per year. This does not include hours not logged, but it does include IT tasks. Gretchen and a volunteer (Brenda) will continue to populate the web site and Presto Reg. A paid director's position would require a **grant** to cover even the \$7,200 per year stipend until classes are better attended.

Actual Pay Increase Recommendation for 2015-2016: Brenda is recommending that the 2015-2016 Youth Education Director's position be increased to at least \$200 per month with the understanding that a grant would be researched for a more in-line compensation for a director with the required education and experience for the 2016- 2017 year. **Note:** Consideration is being given to splitting the YED position into two positions: 1) AAS and 2) SCMAC on-site Campus Youth Ed. Director.

Next Youth Ed. meeting: Spring Planning-- Monday, April 6, 2015 @ 6:30 PM.