

Board of Directors
Meeting Notes Monday January 13, 2014

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 6:35 pm.
Quorum established, Board Members Attending: Susan Archibald, Julie Hendriks, Jennifer Hennig, Noel Littlejohns, LAuruS Myth Shahn Spratt, Stephanie Triolo
Executive Director: Linda Levy
Guests: Tina Masciocchi
Absent: Cynthia Armstrong, Jody Snyder
- 2) Motion to approve Consent Agenda and minutes from December made by Stephanie, seconded by Noel,
Vote: all in favor.
- 3) Meeting Focus:
 - a. Barbara Thomas will present at next month's board meeting. It has been 10 years since she and Jim donated the building to the Art Center. Julie suggested doing something to honor elders such as Barbara and Lloyd Turner. This could be done during the membership Meeting on March 14. Linda asked folks to come up with a list of who the Board would like to recognize. A leather-bound photo book made at Costco, Frank Borovich ceramics and flowers were suggested as gifts.
 - b. Financials Linda passed around a comparison report 2013 vs. 2012.
 - i. Gallery and class incomes are down, while gallery and class expenses are down commensurably. There is a desire to generate more class participation, possibly by spending money on advertising, ideally creating a 6 month class brochure, although this has been impossible to coordinate with the teachers.
 - ii. Gallery sales are down all over, it's not just here. Some suggestions were to update the sandwich board sign with a fresh look, as well as something that is easier to maneuver, and to create new descriptive window clings: "Classes", "Ceramics", etc. Laurus has access to a vinyl cutter.
 - iii. PG&E is now down from approx. \$600/mo to \$174 since no one has been firing. Anticipate this expense to remain reigned in from last year.
 - iv. Someone needs to take over managing Community Day at New Leaf. This brings in over \$1000 for scholarships that we did not get in 2013. Jen will take this on.
 - c. Executive search committee (Susan, Stephanie, Linda) recommendations:
 - i. Short term: for the coming year, the Board should take of ED responsibilities. This is not an unprecedented approach, the Board did this when the ED position was eliminated in 2002.
 - ii. Long term: possibly 1+ year plan to hire and ED part time.
 - iii. The new website should be up and running by February.
 - iv. Board chairperson: duties as defined:
 1. Meetings / agendas / focus
 2. Tuesday office hours / day to day issues
 3. Meet / finance quarterly, assessment
 4. Strategic planning / goals / reviews
 5. Professional development for board, opportunities
 6. Represent the Art Center at local meetings, events
 - v. Motion to elect Susan Archibald as the Board Chair made by Stephanie, seconded by Jen, vote; all in favor.

- d. Motion to nominate Tina Maschiocci to the Board of Directors made by Stephanie, seconded by Susan, vote: all in favor.

4) Old Business:

- a. Music events: People would like to see music events reenergized and used for fundraising. Julie is working on some things for summer.
- b. Ceramics summer series: Ceramics committee is planning day-long workshops with featured artists.
- c. Ceramics Intern: Jen reported that she is planning to hire a new intern to run the firings and passed around his contract for the Board to look over. Motion to hire Travis Lange made by Laurus, seconded by Shahn, vote: all in favor.
- d. Green Grant: Consensus was that now is not the time to focus on this grant of \$1000 for a going green project.
- e. Increasing Participation at the Art Center
One of our members made the following suggestions about how to increase attendance/participation at the Art Center. I thought I'd pass them along for your consideration, inspiration, conversation. Suggestions:
 - Obtain the e-mail addresses of people who recently purchased homes in the San Lorenzo Valley, Scotts Valley, Los Gatos, etc. New home owners usually buy art and furniture. My guess is that the target age would be @ 30-40 something. Many people in their 50's -70's are downsizing and getting rid of stuff. SC Mt. Arts needs to attract younger art collectors, to be sustainable.
 - Perhaps you could host a mixer for targeted age groups, such as the singles 20+crowd or the 30-40's crowd, the new homeowners crowd,
 - partnering with a real estate agency or non-profit groups to have events at SC Mt. Arts, such as Chamber Mixers, Transition San Lorenzo Valley, Valley Women's Club, etc.
 - Perhaps you could hang art from SC Mt. Arts in staged homes during their open house days or at real estate offices.
 - Host music events on Friday and Saturday nights that cater to a younger crowd. What kind of music do they like?
 - Bring in an activity that they enjoy such as a dance video machine. (?)

- 5) Motion to adjourn made by Shahn, seconded by Laurus at 8:20 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: \$18,540.71 (as of 12/3)
 - \$1595 restricted for scholarships
 - \$617.15 restricted for SCCMP (museum partnership)
 - \$4960 restricted for Ceram-A-Rama
 - \$11,368.56 available
 - b. Money Market: \$43,992.57
- 2) Executive Director Report:
 - a. Dec. 12 – Met with Finance Chair (Stephanie Triolo) – provided overview, reviewed current accounts.
 - b. Dec. 19 – Gail Rich Awards committee meeting – Date is Wed. Jan 22, 7:30 at the Rio.
 - c. Jan. 9 – Arts Council Associate's meeting – attended & introduced Stephanie Triolo
 - d. Communicated with Arts Council ED & Community Foundation about upcoming leadership transition, set up a meeting on Jan. 14 / Arts Council to meet Susan, Stephanie and Cynthia.
- 3) Chair/Committee Reports

- a. Membership –
 - i. This month: 5 renewals, 0 new members, \$280 collected, 203 on the mailing list.
 - ii. Last month: 5 renewals, 2 new members, \$335 collected, 205 on the mailing list.
- b. Curatorial (Susan) –
 - i. Year end show closed 12/24/13. Thanks to some great volunteers we painted and cleaned the gallery and yard. Thank you Linda, Fillmore, and Julie.
 - ii. The Art Center has introduced a new feature to our gallery exhibits. We have scheduled a short two show at the first of the year. This year we invited Brenda Berg and her students to put on a show and exhibit the work that has been created in Brenda's classes. The students created the poster, hung the show, and thoroughly cleaned the gallery and classroom. The show runs from 1/8 to 1/18. This show is a nice addition to the use of our gallery space.
 - iii. The next show "Prime Time" comes in on 1/19. We are offering cash prizes. The reception is 1/24. George Rivera (Triton Museum, San Jose) is our judge for prizes.
- c. Facilities (Shahn/Noel) –
- d. Fundraising
- e. Grants (Linda) – Go Green Grant, promoted thru the Community Foundation
- 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", "Painter's Progress"
 - iv. Website updated: Youth & Adult Classes, Events, on-line store registrations
 - v. Press Releases: New Show/Cash Awards
- g. Music – (Julie Hendriks) –
- h. Ceramics (Jen) –
- i. Events (LAuruS) –
- j. Education (Cynthia) –