

Board of Directors Meeting Notes

Monday January 14, 2013

Goals for 2013 - 2014

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

1) Call to order by Linda Levy at 6:40 pm.

Quorum established, Board Members Attending: Lisa Alexander, Susan Archibald, Julie Erreca, Julie Hendriks, Laurus Myth, Noel Littlejohns, Jody Snyder, Stephanie Triolo,.

Executive Director: Linda Levy

Guests: Travis Adams, Honora Bacon (Ceramics interns)

Absent: Cheryl Costella, Shahn Spratt (Board Chair) Larry Worley.

2) Chair Report (Shahn): Has everyone submitted their year budget estimates yet?

After any facility related safety and sustaining structure projects, I would recommend:

- a. Install new wood like flooring in the front and back Gallery spaces.
- b. Remove and replace door leading from Gallery into Classroom area with 36" door.
- c. Finally installing power outlets and lights in the back. This gets us away from perm-a-temp power cords.

3) Motion to approve Consent Agenda and minutes from December made by Stephanie, seconded by Susan, Vote: all in favor.

4) Meeting Focus:

a. Promoting membership

i. Current membership numbers:

Membership income used to be over \$6K, now at \$5100.

6 lifetime members (this includes some comps, such as the CCSCC, etc. Barbara Thomas & family are also lifetime members)

99 paid up to date

11 lapsed since 1/1/13

69 lapsed since 1/1/12

23 lapsed since 6/1/11

= 208 total (for bulk mailing, # needs to be over 200)

ii. Ideas from the Board

1. Include membership form with online class registration

2. Set up membership table at Ukulele's Gone Wild

3. Send application to class & exhibition participants from last year who are not yet members

4. Julie will remind everyone in life drawing

5. Have a fair-weather "Come back to the Art Center" event

6. Put membership forms out at businesses who get production pottery made by us

7. Make a list of "benefits of membership" points for docents to use to talk up gallery visitors. Stress as part of Docent Training

8. Keep membership at the top of our minds in any context

9. Send a renewal letter to lapsed members

10. Bring in a new member, get \$5 off your renewal dues

11. Purchase a sustaining membership, get to gift an individual membership

12. Monthly raffle, choose a member at random to receive workshop admission (need to set aside money to pay instructor), ceramic cup, etc.

iii. The discussion came around to asking, "What are the benefits of membership?"

1. Get mailings, newsletter, calendar

2. Discounts on classes (not a standard percentage), exhibits & commissions

3. Shows community support for the arts

4. Membership numbers help us get grants
 5. Charitable donation, tax deduction
 6. Is there any additional benefit to a sustaining membership? (Not really, aside from supporting the Art Center & bigger tax write-off) – mention in newsletter/website
 - iv. Revision of Membership form
 1. Current form is fraught with out of date bullet points.
 2. Make more dynamic, exciting: full color ½ sheet postcard with benefits on one side and form on reverse.
 3. Put what we do with the money and for the community right on top
 - v. Travis suggested finding a way to increase membership from people who can't afford \$45, such as work-trade. Need to create a list of tasks/hours that equal one year of membership, and implement a way to track it.
 - vi. Conclusion / action steps:
 1. Revise membership form: Board encouraged to take the current form home and submit suggestions.
 2. Send letter to lapsed members with the new form.
 3. Goal is to increase by 40 new members.
 - b. Annual Membership meeting
 - i. Date will be Friday, 2/22, 6-8 pm.
 - ii. Celebrate our successes, vote for board members, bring in a new member and save \$5 on your renewal.
 - c. End of the year financial report – See attachments.
 - d. Generosity Fund – Jody suggested creating a "Generosity Fund" to provide sponsorship for memberships and classes to adults who can't afford them. Applicants would be nominated by a member, awards determined by a Board vote during board meeting. Require a "pay what you can" co-payment instead of free, to inspire commitment.
- 5) Old Business:
- 6) Motion to adjourn made by Noel, seconded by Stephanie at 8:15 p.m.

Next meeting will be Monday, February 11, 6:30 pm, at the Art Center.

January Consent Agenda Items:

- 1) Treasurer's Report and Budget:
 - a. Checking: \$27,773.53 (as of 1/8)
 - \$2545 restricted for scholarships
 - \$8621.60 restricted for SCCMP (museum partnership)
 - \$3000 restricted for Ceram-A-Rama
 - \$13,606.93 available
 - b. Money Market: \$53,913.01
- 2) Chair/Committee Reports
 - a. Curatorial (Susan) The Gift of Art show was successful. Thanks to Sunny Johansson galleys sales continued on Christmas Eve. On January 3 many members helped clean and paint the gallery. The gallery will be used on Sat 1/12 for a music concert. It was decided that there needed to be some art on the walls. Since the new show was not coming in until the 13th, Dana Weigand and Jeff Stobbe were invited to hang some of their figurative art. A small reception was held on Sat. the 1/5, which was

decently attended despite the rain. Community Service volunteer Jesse Clark agreed to gallery sit during the week. The new show "Resolutions" comes in on 1/13, opens on 1/16 with a reception on 1/18.

- b. Facilities (Shahn/Noel) –
- c. Grants (Linda) –
 - i. Received notice of Grant (\$4,640) from the Cultural Council / Grant Agreement
- d. Publicity/Marketing (Linda) –
 - i. Facebook: growing # of “likes” and visitors – helps to have teachers posting images/videos; **really helps for you FB users to “like” individual posts and SHARE posts**: increases visibility dramatically.
 - ii. Travis has created a FP group just for ceramics – a great idea...thanks!
 - iii. Posters for Acoustic Concert, “In-Life” gallery show.
 - iv. Newsletter to be mailed out this week. Thanks, Jennifer Hennig for editing!
 - v. Weekly updates to 31 media sources, along with posts to FB page & Twitter. FB users, please go to our page and post arts-related items/images/videos/articles of interest,
 - vi. Bi-monthly updates to over 900 community members via iContact, posted to FB, Twitter, LinkedIn.
 - vii. Monthly updates to on-line calendars (Sentinel, Good Times, SC Weekly, Press Banner, SC Patch). LAuruS helping with this. Thanks!
 - viii. Website updated weekly: classes, new show images, on-line registrations, events, news, individual artist’s pages.
 - ix. Facebook Page Update: (for the week ending 1/11/13) 385 total likes (up 3%), Friends of Fans 122,550 (up 2%), Total reach 295 (Up 220%) – Photos & videos increase virality, Most people reached in the US, but also have some from Panama, Australia and Chile.
 - x. Google Calendar updated by Gretchen
 - xi. The Muse – by the Sentinel – article / photos of “In-Life” show.
- e. Music – (Julie Hendriks)
 - i. From Carolee Burrows / Ukes Gone Wild
Ukuleles Gone Wild - changes for 2013 - namely, Adding shows & dates:
The last Saturday of March (30), April (27), May (25) + August (31), September (28), October (26) with no shows in June and July to avoid soccer and weddings that mess with parking.
Time them a little earlier in the day too, that is, 2 to 6 instead of 3 to 7 like before.
- f. Ceramics (Travis) –
 - i. Held Ceramics Committee Meeting – Jan 8. Well attended.
 - ii. Putting together schedule of classes & workshops for next 6 months – to produce brochure about upcoming classes
 - iii. Soda firing every month
 - iv. The Art Center Ceramics group will be participating in the annual clay exhibition at Davis (Natsulas Gallery event) in April. Theme is endangered animals, performing art.
 - v. Planning for Ceram-A-Rama –
 - 1. Split into 2 weekends. 1st weekend = Saturday Sept 7, workshop with Deborah Schwartzkopf; 2nd weekend, = regular Ceram-A-Rama Sunday with demos/contests, etc.
- g. Events (Julie E.) –
- h. Education (Lisa) –