

Board of Directors
Meeting Notes Monday October 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 Susan Archibald at 6:40 pm.

Quorum NOT established, Board Members Attending: Susan Archibald, Brenda Berg, Tina Masciocchi Johanna McCormick, LAuruS Myth

Guests:

Absent: Julie Hendriks, Jennifer Hennig, Noel Littlejohns, Jody Snyder, Stephanie Triolo

2) List of motions needing Board votes will be sent out via email.

3) Announcements:

- a. Doors have been re-keyed and key code changed. Keys distributed to some Board members and staff.
- b. Open Studio next two weekends.

4) Issues:

- a. Sheriff Report made about missing clay
- b. Track lighting in gallery:
 - i. The track in the side gallery needs to be replaced. Since the circuit is getting overloaded, rather than have a special long track installed, separating it into 2 tracks was discussed. **The new track will cost over \$200, so a vote is needed. Susan will submit an estimate for Board vote.**
 - ii. Brenda addressed an issue of the lamps in the track lighting. Many are spot beams and should really be flood beams. She recommended having Ted order the right lamps. **Brenda will submit an estimate for the Board to vote on.**
- c. Classroom chairs – Brenda wants to purchase 6 plastic chairs for adult use, matching the youth ones, from Costco for \$184.01. Concerns were voiced about storage space for the blue fabric chairs we currently have, which are enjoyed for meetings and receptions. The problem with the current chairs for classes is that they get covered in paint and clay and can't be wiped down. Brenda offered to donate the cost of the chairs to eliminate the need for a vote.

5) Meeting Focus:

- a. Facility winterized – Susan will send out an email suggesting dates. The remaining straw bales need to go, they are available for \$10 each.
- b. Fundraising letter – Stephanie suggested sending out an “ask letter” before the end of the year. Brenda pointed out that the end of the year is a tough time financially for many and thought late winter / early spring would be better timing, when people are getting their tax returns. Can still start planning for it now. Some ideas were floated for fundraising events.
- c. Board recruitment – Laurus will not be moving after all, so she will remain on the board for now.
- d. Website and IT issues
 - i. Julia and Gretchen continue to experiment with payment gateways for the website. 2Checkout was ruled out due to the fact they disburse payments in two chunks, separated by 90 days. Square, although people feel confident of the brand and like the user interface, has a few marks against it as well: it doesn't natively interface with Event Espresso (Julia would have to write code to make

them work together), and isn't set up to capture vital registrant information (such as name and age of a student who is not the card holder, or waiver agreements). Like PrestoReg, it takes the user away from our site to complete the transaction and requires duplicate entry of data on the website and in the offsite store.

- ii. Julia suggested replacing our gallery merchant account with Square using an iPad interface. Square charges 2.75% per transaction, and based on our bank records, our current Elavon account charges 2.46% (all fees included), so there is no financial advantage to making a change.
 - iii. Brenda voiced a concern about class information being removed from the website before those classes had ended, which caused problems for people who were still wanting to register (late) or just look at the class listings for information. She asked that only she or Gretchen make any changes to the classes on the website.
 - iv. Deb Collins is a new volunteer who is working on the gallery section of the website, with Johanna, who is wanting to get to work on the member pages.
 - v. Susan wondered if it's time to revisit the priorities for implementation.
- e. General items for next year's budget and goals – Send ideas for the budget to Susan for next meeting.

6) Old Business:

- a. Membership form: Johanna has the form ready for the printer. Gretchen made scripts in Filemaker and instructions for a docent volunteer to print and send out renewal and thanks letters.
- b. Holiday Sale – Johanna will work on promotion & poster and look into getting an ad in the Gift Guide.
- c. Holiday workshop – Brenda asked for volunteers to help out during the annual family workshop. Laurus offered to provide baked goods.

7) Meeting was adjourned at 8:05 p.m.

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

Consent Agenda Items:

1) Treasurer's Report and Budget:

- a. Checking: \$22,775.90 (as of 10/7)
 - \$890 restricted for scholarships
 - \$617.15 restricted for SCCMP (museum partnership)
 - \$6573 restricted for Ceram-A-Rama
 - \$14,695.75 available
- b. Money Market: \$44,040.15
- c. Mellow Yellow Exhibit: brought in \$951.73 in gallery sales for September.

2) Chair Report:

- a. 9/8 Met with Kathryn P. to work on Community Foundation grant for Youth Art Program. Result should be available in late October. We received notification of Support Grant award of \$5000 from Arts Council
- b. 9/11 Attended Arts Associate Meeting

- c. 9/12 and 9/14 Helped with Ceram-A-Rama event.
- d. 9/19 Attended Family Art Night at SLVES with Brenda B. and handed out flyers.
- e. 9/24 Met with Stephanie T. Kathryn P. and Shealagh to learn how to get reports from Quickbooks accounting program.
- f. 9/28-10/1 Helped take in and hang "It's a Wonderful Life" Show
- g. 10/3 Reception for "It's a Wonderful Life".

3) Chair/Committee Reports

- a. Membership –
 - i. This month: 7 renewals, 6 new member, \$625 collected, 206 on the mailing list.
 - ii. Last month: 6 renewals, 2 new member, \$270 collected, 198 on the mailing list.
- b. Curatorial (Susan) –
 - i. New show went up with 35 participants and a nice variety of work. The show looks great thanks to the hard work of Tina, Christina, Peggy, Sunny H., Matti, Everett, Susan, Margot, and of course Gretchen.
- c. Facilities (Noel) –
- d. Fundraising –
- e. Grants (Kathryn) –
- f. Publicity/Marketing (Johanna) –
 - i. Had a short Marketing/Publicity meeting with Julia and Deb Collins (a new volunteer for web work)
 - ii. Created It's A Wonderful Life graphics for Call-to-Artists flyer, web header, Facebook, email and poster
 - iii. Sent out reception reminder to participants of It's A Wonderful Life
 - iv. Updated home page slides with Wonderful Life and Fall kids classes
 - v. Photographed Wonderful Life show entries
 - vi. Worked on look and organization of various website pages
 - vii. Created flyer for Surface Slip Décor class
 - viii. Created flyer for Jen's Making It Tall class
 - ix. Printed new membership forms
 - x. More discussion with Gretchen about membership renewal methods
- g. Music (Julie) –
- h. Ceramics (Jen) –
 - i. Ceram-a-Rama was a success. All went well without a hitch. Many people came forward from the lovely clay community to help make the day a success. We want to go back to the whole weekend event again and thinking of moving dates again. Perhaps the weekend before or even Labor Day weekend.
 - ii. Three new classes added to calendar. Training Travis in kids wheel class for future opportunities.
 - iii. Other kiln sold for \$300 but Phoenix gets \$50 since they sold it from their shop.

iv. Many new policy items have come up: storing other members' materials, firing their own firings, and parameters for the new intern. Details to come after next ceramics meeting November 4 @ 2:00.

i. Events –

j. IT/website (Julia) –

k. Education (Brenda/Rhea) – Brenda will distribute her report @ meeting.