

Board of Directors
Meeting Notes Monday November 10, 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 6:42 pm.
Quorum established, Board Members Attending: Susan Archibald, Brenda Berg, Jennifer Hennig, Noel Littlejohns, Tina Masciocchi, Johanna McCormick, LAuruS Myth, Jody Snyder, Stephanie Triolo
Guests:
Absent: Julie Hendriks,
- 2) Motion to approve Consent Agenda and minutes from September made by Johanna, seconded by Tina, Vote: all in favor.
- 3) Motion to approve Consent Agenda and minutes from October made by Tina, seconded by Johanna, Vote: all in favor.
- 4) Announcements:
- 5) Issues:
 - a. Jen asked for input from the Board regarding a situation where a long-time member has not been following the ceramics area rules. As this individual is grandfathered in to the organization and has contributed much over the years to the facility, the Board recommended that she focus on addressing primarily the issues of safety. Susan will speak privately to the person.
 - b. Some people have reported that they are not getting the email newsletters anymore. Susan will ask Julia to troubleshoot.
- 6) Meeting Focus:
 - a. Strategic Planning Review and Goals for Next Year
 - i. Susan asked if the Board wants to do a strategic planning meeting.
 - ii. Financial development is a goal. Focus for January meeting will be approving the budget for 2015. Stephanie asked that if anyone has budget items to give these to her.
 - iii. Marketing will be a goal for next year. Plans for an IT meeting and publicity meeting are being made.
 - iv. Spreading out the workload is another goal, in order to prevent volunteer burnout and to have more than one person who knows how to do any given task.
 - v. Gallery sales are down, so we need to do something new to generate income:
 1. Jody suggested seeking out dance, improv and music classes, as these are areas of the arts that we are not currently representing. This would be a way to diversify income sources.
 2. The ceramics department recently hosted a team-building workshop for Cisco. This is something we can promote next year.
 - b. Newsletter – Johanna will be taking over layout and printing. She is looking for an editor and authors. Peggy Kirk was suggested.
- 7) Old Business:
 - a. Surveillance camera: Jen showed the Board the system she has picked out, and will purchase.

8) Motion to adjourn made by Jody at 8:05 p.m.

Next meeting will be Monday, December 8, 6:30 pm at Jody & Noel's house and will be a potluck. Directions will be provided. Meet at the Art Center at 6:15 to carpool.

Consent Agenda Items:

1) Treasurer's Report and Budget:

- a. Checking: \$24,418.81 (as of 11/4)
 - \$895 restricted for scholarships
 - \$617.15 restricted for SCCMP (museum partnership)
 - \$6573 restricted for Ceram-A-Rama
 - \$16,333.66 available
- b. Money Market: \$44,043.77
- c. It's A Wonderful Life Exhibit: brought in \$951.73 in gallery sales for September.

2) Chair Report:

- a. 10/15 Presentation to Mt. Herman Rotary about Art Center
- b. 10/11 Two weekends helped with Open Studio set up and clean up
- c. 10/20 Met with Stephanie and Kathryn P. about budget and grant reports
- d. 10/20 Fillmore Denton replaced gallery door threshold
- e. 10/24 Notified that Art Center would receive two year, \$20,000 grant from the SSC Community Foundation
- f. 10/24 Travis Lange helped removed hay bales from back yard, umbrellas taken down
- g. 10/28 Mailed monthly calendar
- h. 10/30 Met with electrician who installed a new track in the side gallery

3) Chair/Committee Reports

- a. Membership –
 - i. This month: 4 renewals, 5 new member, \$445 collected, 207 on the mailing list.
 - ii. Last month: 7 renewals, 6 new member, \$625 collected, 206 on the mailing list.
- b. Curatorial (Susan) –
 - i. "It's a Wonderful Life" show up for a month. Sales were approximately \$1,000 for month of October. Many visitors as a result of Open Studios. Still working on schedule for next year. No short show in Jan. Plan to paint office and side gallery area while gallery is closed in January. Will be looking for volunteer for that effort. Need to contact Lee Dean to see if she is willing to take the lead on Youth Show the end of March. Plan to purchase additional cardboard pedestals for the gallery.
- c. Facilities (Noel) –
- d. Fundraising –
- e. Grants (Kathryn) –
 - i. Community Foundation Grant for Youth Arts Program funded at \$10,000/year for 2 years.

- ii. Final reports for the 2013-2014 Community Foundation youth program grant and Arts Council support grant were submitted last week. Whew!
- iii. See Youth art participation graph at end of report
- f. Publicity/Marketing (Johanna) –
 - i. In the process of creating flyer for Laurel’s Holiday Tea Set class
 - ii. Created Holiday Sale flyer, web graphic, Facebook, email graphic
 - iii. Worked with Deb Collins on the Exhibit display for Gallery page
 - iv. Created Facebook and web graphics for Manipulating Metal class
 - v. Received first request for Artist Page from Michael English
 - vi. Sent Art Center graphics and photos to Kathryn Pierno for grant application
- g. Music (Julie) –
- h. Ceramics (Jen) –
- i. Events –
- j. IT/website (Julia) –
- k. Education (Brenda/Rhea) – Brenda will distribute her report @ meeting.