

**Board of Directors**  
**Meeting Notes Monday December 8, 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 7:20 pm.  
Quorum established, Board Members Attending: Susan Archibald, Brenda Berg, Julie Hendriks, Noel Littlejohns, Tina Masciocchi, Johanna McCormick, LAuruS Myth, Jody Snyder  
Guests:  
Absent: Jennifer Hennig, Stephanie Triolo
- 2) Motion to approve Consent Agenda and minutes from November made by Tina, seconded by Noel,  
Vote: all in favor.
- 3) Announcements:
- 4) Issues:
- 5) Meeting Focus:
  - a. Goals for 2015 (One thing you'd most like to see developed)
    - i. It's been a year of big change, with Linda stepping down and new people filling in: Brenda taking up leadership of the youth program, Jen in ceramics, Kathryn with grants, Stephanie as treasurer, Julia and Johanna with the website and graphics, and Susan as Board Chair. The collective effort has been impressive and we have a stronger team going forward. The Board acknowledged the dedication and leadership Susan has contributed to the organization this year.
    - ii. Brenda: Need to find a director for youth program by May, need to find money to pay a greater stipend to attract someone professional, competent, with direction and experience. Needs to be someone who can respond immediately when things come up.
    - iii. Jody: More exciting calendar of events to bring in more people and use the space as a community center; diversify into other arts such as music and dance, expansion of ceramics events.
    - iv. Noel: Would like to see Ceram-A-Rama back to 3 days. Would like to brainstorm a major fundraiser, something that would be on the calendar the same week every year, at a larger venue than the Art Center, which would build community in addition to bringing in money.
    - v. Tina: More diversity in adult class offerings, more one day workshops in various media. (Brenda & Kathryn are looking into a grant to purchase a lithography press.)
    - vi. Laurus: Board recruitment; bringing in new people so that there can be a rotation of long-time board members. At this time last year, we prioritized the ideas people had, then when the leadership change happened, we spent the year reorienting to the changes. Are we still looking for an Executive Director?
    - vii. Julie: Has stepped down from the Redwood Mountain Faire, so she will have more time and has experience with fundraising. Dreaming of a "destination" art experience, like if the Brookdale Lodge ever opens, where people could rent a room for the weekend and paint outside during the day. Noel & Jody offered the Earth Retreat.
    - viii. Gretchen: A marketing plan. People are doing excellent work on pieces of the marketing picture, (Julia on social media & the website, Johanna on graphics,

Brenda with the youth program) but would like to see someone bringing all the pieces together into a cohesive plan. If we want to increase the adult classes, we need to be able to get the numbers in the door to fill them.

- ix. Susan: Expansion of community partnerships and collaborations, such as with the theater—could we get theater patrons into the gallery before shows.

6) Old Business:

7) Motion to adjourn made by Laurus, seconded by Jody at 8:05 p.m.

**Next meeting will be Monday, January 12, 6:30 pm at the Art Center.**

### **Consent Agenda Items:**

1) Treasurer's Report and Budget:

- a. Checking: \$23,599.39 (as of 11/4)
  - \$679 restricted for scholarships
  - \$617.15 restricted for SCCMP (museum partnership)
  - \$6573 restricted for Ceramics / Ceram-A-Rama
  - \$15,730.24 available

b. Money Market: \$44,047.51

c. It's A Wonderful Life Exhibit brought in \$632.29 in gallery sales for November.

d. Holiday sale on 11/29 brought in \$1138.91.

2) Chair Report:

- a. 11/13 Attended Arts Associates Meetings. Demonstration of new online Community Calendar Cruzcal.org
- b. 11/21 Calendar mailed with entry form for January show, Youth art activities, Family Gift Making event and Holiday Sales and Open Houses days in November and December
- c. 11/23 IT meeting. Discussed Website and other IT activities. Discussed who was taking lead on certain activities and identified back-up people. For present we will continue to use PrestoReg as payment gateway.
- d. 11/29 Annual Holiday Sale Day. Six artists participated. Rain affected the turn out, but we did have some sales.
- e. Noelle, Stephanie, Travis L., Jen all helped winterize the yard and ceramic area. Purchased a new credit card machine and PIN pad, compliant with new "smart" credit cards; returned old equipment and terminated lease. AT&T technician coming 12/10 to install digital phone equipment.

3) Chair/Committee Reports

a. Membership –

- i. This month: 4 renewals, 2 new member, \$290 collected, 202 on the mailing list.
- ii. Last month: 4 renewals, 5 new member, \$445 collected, 207 on the mailing list.

b. Curatorial (Susan) –

- i. Curatorial group met on two Tuesdays to help with mailing, rearrange exhibit in the gallery and take in of more artists' work. Discussed next year's gallery schedule. Discussed plan to clean and paint side gallery and office while gallery

is closed in January. Will be asking for volunteers to help with this project during week of January 5th.

- 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/Rhea) – see attached report

## Youth Education Report Monday, December 8, 2014

### I. Art After School:

- 1) **On Target:** Classes are on target for enrollment projections. Fall Session II classes averaged 15 students per class. Having classes available online early for registrations has been very beneficial. Thank you Gretchen!
- 2) **2. Winter 2015** classes have been posted online with Presto Reg links.
- 3) **AAS Rosters:** Gretchen will need to cc class rosters to all schools when she emails them to the teachers and Brenda. Teachers need to have 2 copies of rosters for schools (one for MAC teacher and one for school office). The school contacts are as follows:
- 4) **BDE** is Stephanie Siddens, Principal/Superintendent [ssiddens@santacruz.k12.ca.us](mailto:ssiddens@santacruz.k12.ca.us) , Cyndy Cote', Administrative Assistant [ccote@santacruz.k12.ca.us](mailto:ccote@santacruz.k12.ca.us)
- 5) **BCE** is Denise Fosburgh, Principal and: Margaret Zavaroni, Administrative Assistant [dfosburgh@slvusd.org](mailto:dfosburgh@slvusd.org), [mzavaroni@slvusd.org](mailto:mzavaroni@slvusd.org), and Alma Steinberg, PE teacher has asked to be cc a copy [asteinberg@slvusd.org](mailto:asteinberg@slvusd.org)
- 6) **SLVE** is Shannon Calden, Principal [scalden@slvusd.org](mailto:scalden@slvusd.org) and Sherry Parker, Administrative Assistant [sparker@slvusd.org](mailto:sparker@slvusd.org)
- 7) **SLVMS** is Jeff Calden, Principal [jcalden@slvusd.org](mailto:jcalden@slvusd.org); Kelly Arndt, Administrative Assistant [karndt@slvusd.org](mailto:karndt@slvusd.org)
- 8) **Change in Schedule:** Although all class schedules were approved by all schools, class dates needed to be changed at SLVE and BCE during Fall Session II because of teacher conferences and classes getting out at different times. A make-up class was scheduled by Brenda and parents were notified by Jen Hennig, AAS teacher.
- 9) **Bus Schedule Suggestion:** A SLVE parent at the Holiday Workshop let us know that the late SLVE bus schedule is at 3:30 pm. We have been asked to consider having AAS classes that get out later at SLVE to accommodate that bus schedule. This request has been noted.
- 10) **TA Needed:** A second Teaching Assistant is still needed: Brenda and Lori are helping out until a second qualified TA is found.
- 11) **New Teacher:** We welcome Kathryn Pierno to our awesome team of youth teachers! Kathryn observed Lynn's Fall AAS BDE Session II class and has the MAC paperwork for the Livescan fingerprinting.

**II. NEW! Camp Saturday:** As noted last month, because low Art Saturday enrollment resulted in fall classes being cancelled again, we are experimenting with still having the scheduled two sessions of four classes for the 6-12 year olds, but changing the classes to one-day workshops from 10:00 am-2:30 pm with a lunch break beginning winter quarter 2015. Past "Art Saturday" classes have been renamed "Camp Saturday" art workshops.

**Classes Posted Online:** Teachers, class descriptions and class pictures have been posted online with a wintery snowperson illustration and payment links to Presto Reg by Brenda.

**Tween/Teen Name:** Tween/Teen "Art Saturday" classes have also been renamed "Camp Saturday," but an alternative name for the Tween/Teen Camp Saturday classes is being seriously considered, in order to separate that program from the 6-12 year old one-day workshops. Suggestions welcomed.

**Tween/Teen, 5 Sat. update:** To give the program greater consistency, all Tween/Teen Camp Saturday classes will be five consecutive (may need to skip holidays/scheduleconflicts) Saturdays.

**New Teacher:** We welcome Travis Lange to our tween/teen classes and to our team of wonderful youth teachers. Travis has been Livescanned and observed/shadowed Jen's AAS BCE clay class and several of Jen's Tween/Teen clay classes. Travis will be teaching wheel classes to our tweens and teens this winter.

**III. Spring Art Camp, March 30-April 4, 2015:** classes have been populated and posted online with Presto Reg links by Brenda.

**IV. Free Holiday Workshop: December 7<sup>th</sup> from 12:30-3:30PM. Lori Wilson, Event Planner/Organizer.**

- 1) **Thank you** to everyone who helped make this our best Holiday Workshop to date!!
- 2) **Event planning:** Brenda had two phone meetings with Lori and Susan met with Lori at the MAC to discuss event progress. Lori did a spectacular job planning and organizing the event. Lori also secured a fairy-greeter, and developed projects for three tables/volunteers. As event planner, Lori will be paid a stipend for time and extra materials.
- 3) **Craft volunteers:** **Kathryn Pierno** did beading, **LAuruS's mom Lin** did frames and **Brenda** did redwood reindeer with visitors and families. **Julie Miller** dressed up as a fairy, welcomed visitors with fairy dust, and assisted in all areas. Additional volunteers included **Julie Erreca**, **LAuruS Myth**, **Cheryl Costella** and **Erica Costella**. Please let me know if I am missing anyone. Thank you to everyone for helping make this one of our best yet Holiday Workshop!
- 4) **Visitors** included many people stopping by before the Community Theater's holiday play. We should consider working in tandem with the **Community Theater** next year for greater gallery exposure and special events. We plug the theater and they plug us during actual plays, in addition to our ad in their program/booklets. We share the same street in the same city and are both art venues seeking the same audience. We need to collaborate more, right?
- 5) **Gallery sales:** Many visitors also bought gifts from the gallery. A very fun and successful event for all!
- 6) **Pictures Needed:** Please send your pictures to Brenda or upload to our Dropbox folder.
- 7) A **special thanks** to **Susan Archibald** for assisting in planning, workshop set-up, food and craft table organization, and clean up. Susan continues to be the glue that holds all of us together. We are all so very grateful to Susan for her brilliant leadership and steadfast loyalty to the Art Center, its volunteers and its community.

**V. Flyers Posters, Media:**

- 1) **Winter Flyer:** Johanna created a cerulean blue winter flyer for youth classes in November. Copies went out with the newsletter and are available at the MAC. Brenda submitted the flyer to Vickie Bergquist, Executive Assistant to the SLVUSD Superintendent [vbergquist@slvusd.org](mailto:vbergquist@slvusd.org), for approval and has received approval confirmation for the flyer.
- 2) **IT Meeting:** The IT meeting November 2, 3PM was very productive. Specific website areas and responsible IT persons were established. Brenda and Gretchen will post all youth classes, edits and updates to youth classes, with Johanna continuing to oversee/manage images.
- 3) **Web Graphic:** Johanna designed an eye-catching graphic for the scrolling home page header with a beautiful smiling child, graphics and camp/AAS info.
- 4) **Winter Poster:** Johanna created a winter poster with the web header graphic (cleverly creates memorable recognition and association with winter youth program) that gives the new Camp Art main focus. The poster went to the printers (20 copies) Dec 8<sup>th</sup>. Brenda will pick up and distribute to Art Center, local venues and SLVUSD for approval. Thank you Johanna for all of your amazing creativity and hard work!

**November 3, 2014, 6:30 pm Youth Meeting:** In Attendance: Gretchen, Brenda, Lori Wilson, Julie Miller, Jen Hennig.

**Next Youth Ed. meeting: spring planning-- Monday, January 5, 2015 @ 6:30 PM.**