

Board of Directors
Meeting Notes Monday February 11, 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 6:38 pm.

Quorum established, Board Members Attending: Lisa Alexander, Susan Archibald, Noel Littlejohns, LAuruS Myth, Jody Snyder, Stephanie Triolo,

Executive Director: Linda Levy

Guests: Rhea Giroux, Travis Adams

Absent: Cheryl Costella, Julie Erreca, Julie Hendriks (excused), Pat/Larry Worley

2) Executive Director Report (Linda)

- a. Cheryl's resignation letter, we are already registered with Board Match (Community Foundation)
- b. Free Board Training session, Feb 28, thru Cultural Council Associates
- c. Article in the Sentinel
- d. Shared letter from member Mary Comfort

3) Motion to approve Consent Agenda and minutes from January made by Stephanie, seconded by Lisa, Vote: All Approved

4) Meeting Focus:

a. Membership:

- i. New Membership Form – discussion with additions to add, under Membership Benefits, - Monthly Gift/for hat drawn member. Under sustaining membership add "lifetime, \$1000+. Under "interested in the following:" add Board, and delete "interested in" leaving "classes". Card Front okay as is.

b. Membership Meeting:

- i. Feb 22, as mid-show reception for "Resolutions"
- ii. Bulk letter mail to members/lapsed members ASAP
- iii. At meeting introduce new faces (Travis, Nora, LAuruS, Julie H, Cynthia Armstrong, and award winners in Resolutions, Clay 7 days a week, After School Art programs (AAS), new membership benefits.

c. Membership Strategy: **"Keep Membership at top of minds"** (see Goals, above)

- i. Ideas generated during last Board meeting were listed on big sheet, and a discussion was held with some additions / clarifications. We then went around the room and we each selected Items #1, 2 and 3. With the results tallied as follows:

1. Renewal Letter: to go out this week / invite to Membership Meeting Letter
2. Priority: Membership Tables at: Ukulele's Gone Wild Concerts, Redwood Mtn Faire, Ceram-A-Rama, MAH Abbot Sq in July – put on calendar & meeting Agendas
3. Include Membership Form on line / registering for classes/events
4. Docent Training – Put on Calendar
5. Send app to class & show participants who are not current members
6. Monthly Raffle – at each board meeting we will randomly select member's name to receive a gift (SC-MAC mug?) – Make announcements
7. Fair Weather Event – BBQ – Put on Calendar

Still on list, but not given a priority: Reminders during Life Drawing; Gift for sustaining members, Membership Forms @ local businesses, promote membership benefits.

Additional comments:

Rhea to help with Docent Training

Distinguish between "Lifetime" members (\$) and Honorary Members (CC, CFSCC)

The strategy promotes outreach

Our recurring Teachers should be members

5) Old Business: none

6) Motion to adjourn made by Jody at 7:40 p.m.

Next meeting will be Monday, April 8, 6:30 pm at the Art Center.