

Board of Directors Meeting Notes Monday March 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 6:37 pm.
Quorum established, Board Members Attending: Susan Archibald, Cynthia Armstrong, Jennifer Hennig, Noel Littlejohns, Tina Masciocchi, LAuruS Myth, Jody Snyder, Stephanie Triolo
Guests: Johanna McCormick
Absent: Julie Hendriks, Shahn Spratt
- 2) Motion to approve Consent Agenda and minutes from February made by Jody, seconded by Tina,
Vote: all in favor.
- 3) Meeting Focus:
 - a. Budget
 - i. Proposed 2014 budget is based on 2012, when we took in over \$100K. Last year was well under. 2014, as of now, reflects amounts we cannot expect to be making.
 - ii. **Action item: Stephanie will consult with Linda and report again at next meeting.**
 - iii. Stephanie will make a budget report quarterly. Jen will report on ceramics use to Stephanie prior to that report.
 - b. Honoring former Executive Director
 - i. Susan suggested having a dinner to honor Linda, with gift of a Frank Borovich ceramic piece. Dates proposed were Sunday, March 30 or May 4. Recently former board members (Pat, Larry, Julie Erreca) will be invited.
 - ii. **Action item: Susan will talk to Linda and finalize date & location.**
 - iii. A community fundraiser event BBQ in the summer to honor Linda was also proposed.
 - c. Youth Teacher Development program
 - i. Cynthia presented an instructor evaluation packet to the Board based on visual art content standards, what credentialed teachers are held to. Because of liabilities present teaching in the schools, having an oversight system such as this would add protection for us, especially as the program continues to grow into the schools.
 - ii. Stephanie advised that we do not have money in the budget to fund an evaluator this year, this is something for which we would need to raise funds, or go after grant money,
 - iii. Cynthia announced that she is stepping away from the Art Center, both as a Board member and as Youth Program Director, citing personal and professional obligations.
 - d. Hosting Open Studios artists
 - i. Center can comfortably host up to 3 artists. Artists would be chosen based upon the artist's involvement in the Center, whether the space is a fit for the artists and choosing a variety of media that complement, not compete with each other. If there is more demand, artists will be asked to cycle out after 2 years.
 - ii. **Action item: Laurus will consolidate the ideas presented into a document for Board approval at the next meeting.**
 - e. Website committee
 - i. Susan is calling together a committee of people with computer experience to address issues of the current website, now that Linda will no longer be available to make updates, and the new website. The committee will report to the Board with recommendations. (Julia Huff, Johanna McCormick, Christina Morris, Gretchen McPherson, Brenda Berg)

- f. Fundraiser ideas: (Jen)
 - i. Yard Sale: Tentative date of Saturday, June 7 (conflicts with Redwood Mountain Fair if Center decides to be involved with that) was set for a yard sale of extra items that have been donated or are simply no longer needed. Funds would be raised for each department that makes the sale (ceramics, youth, curatorial, etc.)
 - ii. Redwood Mountain Fair: Jen reported that to be considered to receive funds raised by the RMF, an organization simply needs to donate volunteer hours to the event.

Action item: Jen will inquire specifics and report back to the Board.

- 4) Old Business:
 - a. Membership meeting and reception is Friday, March 14. Board member attendance is requested. Will be voting on new Board members.
- 5) Motion to adjourn made by Jody, seconded by Laurus at 8:05 p.m.

Next meeting will be Monday, April 14, 6:30 pm at the Art Center.

Consent Agenda Items:

- 1) Treasurer's Report and Budget:
 - a. Checking: \$17,162.11 (as of 3/4)
 - \$1663 restricted for scholarships
 - \$617.15 restricted for SCCMP (museum partnership)
 - \$6423 restricted for Ceram-A-Rama
 - \$8458.96 available
 - b. Money Market: \$44,003.78
- 2) Chair Report:
 - a. Transition activities continued. Weekly meetings with Linda, Gretchen, Cynthia, Jennifer and Cynthia. Signed new signature card for Liberty bank. Met with Christina Cuevas of the Community Foundation to discuss changes at the Art Center and our grant. Met with Linda and Katherine P. regarding grants.
 - b. After receiving a generous donation, the Board took a vote via a email authorizing funds to pay for an upgrade of our internet service and funds to pay staff to enter data to the new Website. Thanks to work by Linda and Gretchen, AT&T is our internet provider and with no increase in price, service has been improved.
 - c. Assisted volunteer Filmore Denton in replacing the plywood in front of the glaze shed.
- 3) Chair/Committee Reports
 - a. Membership –
 - i. This month: 3 renewals, 0 new members, \$200 collected, 201 on the mailing list.
 - ii. Last month: 8 renewals, 3 new members, \$595 collected, 204 on the mailing list.
 - b. Curatorial (Susan) – Met with Tina and Christina Morris about this year's gallery shows. Worked on developing a curatorial calendar for the year. Newsletter sent out. Met with Lee Dean regarding Youth show which comes in April 6th and opens April 9th. There will be a reception on April 11th.
 - c. Facilities (Shahn/Noel) –
 - d. Fundraising –

- e. Grants –
- f. Publicity/Marketing (LAuruS) – We now are posting events to SC Patch, SantaCruz.com, Good Times, Sentinel (eventful) and I email them to the Press Banner (not sure what the proper format is though cause they haven't replied).
- g. Music – (Julie Hendriks) –
- h. Ceramics (Jen) –
- i. Events (LAuruS) –
- j. Education (Cynthia) –
 - i. The newly introduced middle school art after school classes are being very well received, with requests for more. Spring quarter classes for Art After School, Art Saturdays, and Spring Break Art Camp have been set and published. We are looking ahead to Summer Art Camps and are in the process of hammering out the particulars: when, who, what to be taught.
 - ii. Art Saturdays have been problematic. We have only had one class actually happen, due to lack of enrollment. Teachers have discussed this extensively at our last two teacher Ed meetings and have brainstormed on marketing strategies.
 - iii. There will be discussion with the San Lorenzo elementary school principal to expand the AAS program to include 5th and 6th grades.
 - iv. The possibility of approaching the homeschool community to offer art education at the Art Center was discussed at our last education committee meeting as well as the ceramics committee meeting earlier in the year. Research into this is ongoing.
 - v. Cynthia Armstrong, YEPD, is seeking board support to create and implement youth ed art teacher professional development, to include but not be limited to, teacher observations, evaluations, debrief feedback sessions, behavior management discussions, peer observations.