



**Board of Directors**  
**Meeting Notes Monday April 13, 2015**

***Goals for 2015***

- ✓ *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 established, Board Members Attending: Susan Archibald, Brenda Berg, Jennifer Hennig, David Kurtz, Tina Masciocchi, LAuruS Myth, Stephanie Triolo  
Guests: Christina Ross  
Absent: Julie Hendriks, Johanna McCormick, Jody Snyder
- 2) Motion to approve Consent Agenda and minutes from March made by Stephanie, seconded by Tina, Vote: all in favor.
- 3) Announcements:
  - a. SCMAC is scheduled to volunteer for the Redwood Mountain Faire on cleanup day, Monday, June 1 from 8 am – 12 pm. Need 8 people. Contact Jen to sign up. The Faire is on May 30-31.
  - b. The Mother's Day Sale is coming up on May 9. Artists don't have to be participating in the current exhibit to sell at the sale.
  - c. Jen talked to the Boulder Creek Rec about possible collaboration: they want art commissioned, murals, sculpture, etc; we could be the curators or organizers for that.
  - d. Thanks to Lee Dean, Julie Erreca, Steve Lanctot, Anouk Johanna, Lisa Alexander and Jen Hennig for all their hard work to make Spring Into Art a success. We had the most participants ever, over 80!
- 4) Topics:
  - a. Fundraiser idea: "buy a tile" project was discussed.
- 5) Meeting Focus:
  - a. Plan for Youth Art Program without a director
    - i. Brenda has proposed splitting up the responsibilities, either by quarter, program or by school. Each portion would receive a portion of the stipend we have budgeted.
    - ii. Kathryn Pierno has taken over the homeschool angle.
    - iii. We have some new TAs for summer, hopefully to transition into new teachers next quarter. If need be Brenda will contact select Spectra teachers to round out our faculty.
  - b. Facility Safety update
    - i. Plumber is coming to make the soda kiln safer, work will be done this week. Parts will run about \$700, with labor between \$500-\$1500, he is unsure how long it will take, having not done this kind of thing before. Kevin Wahl is coaching him. This is a safety issue that needs to be dealt with, and there is \$5000 budgeted for facilities, so there is no need for a special vote. The plumber already has fixed other issues around the center for free.
    - ii. Fillmore Denton is installing a railing on the back porch stairs.

- iii. Christina Morris put fixtures in the bathroom.
  - iv. Future goals: a door for soda kiln and cement for the wedging area.
  - c. Results from listings in Meetup.com
    - i. David reported that since he started an Art Center Meetup page a month ago, 40 people have started following it, showing steady growth and potential.
    - ii. Meetup is a social media website we could use as an advertising tool to post our classes and events. David suggested having a small group of people to administer the posts, representing the different programs we offer. (A total of 4 users, including the owner are allowed.)
    - iii. The page costs \$14.95/month on a month-to-month basis, or \$9.95/mo for 6 months.
    - iv. A motion to commit to a 6 month trial of Meetup for \$60, to be reevaluated at the end of the period, was made by Stephanie, seconded by Laurus; vote: all in favor.
    - v. We will need to add a link to our Meetup page to our website.
  - d. New ideas for online registration software
    - i. Gretchen has been looking into alternatives for our online class registration program and finally found one that looks perfect for our needs, called Bookeo. See attached pro/con list and financial comparisons. Gretchen set up a test system that people can try out at: <http://www.mountainartcenter.org/bookeo-test-page/>
    - ii. We will also need to obtain a new payment gateway for the online registrations if we go to a new system, since our current gateway, Elavon is not supported. We are on a month-to-month contract with Elavon. Gretchen proposes Stripe (see attachment for comparison.)
    - iii. Stephanie proposed giving the board members a month to look into Bookeo and bring it to a vote at the next meeting.
    - iv. Gretchen advised that the time has come to move forward with changing our email marketing software from iContact to Mailchimp. We discussed this last year but were making so many other changes that this didn't have priority. The reason to do this is that Mailchimp has the most integrations with other software (including Bookeo) of any of the email clients—offering greater functionality, while also being free. Improving targeted email marketing to our students is currently a high priority for the education programs.
    - v. A motion to move to Mailchimp from iContact was made by Laurus, seconded by Jen; vote: all in favor. This will entail creating the account, moving our mailing list, creating new newsletter templates and training the people who use it.
  - e. Quick review of Finance: numbers are in line with last year, everything is on-budget so far.
- 6) Old Business:
- 7) Motion to adjourn made by Stephanie, seconded by Tina at 8:03 p.m.

**Next meeting will be Monday, May 11, 6:30 pm at the Art Center.**

## Consent Agenda Items:

### 1) Treasurer's Report and Budget:

- a. Checking: \$32,324.58 (as of 4/7)
  - \$704 restricted for scholarships
  - \$6475 restricted for CFSCC youth grant
  - \$617.15 restricted for SCCMP (museum partnership)
  - \$4000 restricted for Ceramics / Ceram-A-Rama
  - \$20,528.43 available
- b. Money Market: \$44,061.99
- c. War & Peace Exhibit + Spring into Art brought in \$474.18 in gallery sales for March.

### 2) Chair Report:

- a. 3/12 Arts Associates Meeting
- b. 3/13 Membership Meeting
- c. 3/15 Framing Workshop
- d. 3/22 Take-in Youth Art show
- e. 3/26 Valley Nonprofit leadership meeting
- f. 3/27 Youth Show Reception
- g. 4/ 6 Attended Youth Art Committee Meeting
- h. Other Art Center activities this last month. Soda kiln safety additions, bathroom painted, and toilet resealed,

### 3) Chair/Committee Reports

- a. Membership –
  - i. This month: 4 renewals, 2 new member, \$330 collected, 197 on the mailing list.
  - ii. Last month: 7 renewals, 0 new member, \$355 collected, 197 on the mailing list.
- b. Curatorial (Susan) – Show "War and Peace" down. Good comments about the show. Youth Show has good participation and as always a great reception. Many thanks to Lee, Jen, Lisa Julie, and Tina for all your hard work. Adult show "A Closer Look" comes in on April 12 this weekend and reception is next Friday 4/17.
- c. Facilities (Noel) –
- d. Fundraising –
- e. Grants (Kathryn) –
- f. Publicity/Marketing (Johanna) –
- g. Music (Julie) –
- h. Ceramics (Jen) –
- i. Events (LAuruS) –
- j. IT/website (Julia) –
- k. Education (Brenda) – see attached PDF

## Pros & Cons of Booeko for class registration

### Pros:

- Works for our types of classes! (really, the importance of this one item cannot be overstated, Event Espresso didn't do it, PrestoReg doesn't do it)
- class info will have one instance instead of 3 redundant entries (website, Prestoreg, Filemaker)
- no more adding and deleting from the webpages, old classes will automatically go off the list
- integrates management of memberships
- integrates with email marketing (Mailchimp)
- integrates with Quickbooks
- integrates with Google calendar
- can automatically send the instructor email whenever someone registers for their class
- instructors login as Users to view & print their rosters or send email to their students
- can wait to process payment until minimum students reached! (eliminating refunds for canceled classes)
- can manually enter registrations that come in person
- can manually accept or deny a booking before payment, if a particular event is set up that way
- user can register for more than one thing in a single transaction (cart checkout)
- customer has the option to share on FB & Twitter after they pay, with a small referral incentive if friend books
- class list portal on Facebook page! (can actually register from there)
- payments are secure
- can restore accidentally deleted classes
- can mark no-shows

Will easily pay for itself in saved data entry time!

### Cons:

- Dependent on internet (we already are with Presto, and our website; the change will be that the information currently stored on the computer in Filmmaker will be held online instead)
- Customers have to create a user name and password to register for classes (But, the majority of them are repeat students so hopefully it will end up streamlining their process in the long run to have an account)
- Locked into the system once we start using it; i.e., data isn't easily transferrable to another system (this is also the case in moving from Filemaker to Booeko for what will become historical data before the transition) AND we hope the company doesn't disappear off the face of the earth

This is what it will look like on our website:

<http://www.mountainartcenter.org/booeko-test-page>

This is a testing environment so you can register with a fake credit card #: 1111 2222 3333 4444 because nothing will be actually run through. Try it out!

More about Booeko:

<http://www.booeko.com/classes>

They have a useful how-to directory:

<http://help.booeko.com/>

## Financial Comparisons

### Registration and email marketing:

What we currently have:

PrestoReg = \$8.25/mo (\$99/yr)

Event Espresso = \$10.40/mo (\$125/yr)

iContact = \$23.20/mo (\$278/yr)

Total = \$41.86/mo (\$502/yr)

ProClass = \$84/mo (\$1000/yr) estimate only

PlaceFull = \$69/mo (\$699/yr) + per transaction fee  
(offered for comparison)

**Bookeo = \$40/mo (\$480/yr) with up to 20 staff/instructors**

**MailChimp = 0 (as long as # subscribers is under 2000 – we are at 1530)**

2001 - 2500 subscribers = \$30/mo

### Online Payment gateway:

Over past 12 mo, we had 338 transactions, grossing \$25,570, averaging \$2130/mo

This is just for the online registrations going thru PrestoReg.

Current: Elavon = 1.99-3.75%\* + \$0.27-\$0.32/trans

(\*depending on the type of cc; calculating our bank records the actual was 2.46% including the per-transaction fee, which was all lumped together)

3 most widely integrated gateways, for comparison:

Authorize = 2.9% + \$.030/trans + \$25/mo + \$49 setup

Paypal Pro = 2.9% + \$.030/trans + \$30/mo

**Stripe = 2.9% + \$.030/trans + no monthly + no charge to issue a refund**

## Steps to Implement:

1. Create accounts with Bookeo, Mailchimp and Stripe
2. Purchase SSL certificate ( <http://help.bookeo.com/customer/portal/articles/574862-how-can-i-show-a-https-url-for-the-page-where-i-embed-the-bookeo-widget-are-payments-secure-> )
3. Migrate data from iContact to Mailchimp, create all new templates
4. Train volunteers in Mailchimp (or train themselves)
5. Populate Bookeo account with class data, link with Stripe, Mailchimp, Quickbooks
6. Test Bookeo system and payments
7. Integrate Bookeo on website
8. Link Google cal with Bookeo and integrate on website
9. Close accounts with Prestoreg, Elavon and iContact
10. Train instructors in using Bookeo to access their rosters & send email to students