

**Board of Directors**  
**Meeting Notes Monday April 14, 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 6:35 pm.  
Quorum established, Board Members Attending: Susan Archibald, Jennifer Hennig, Noel Littlejohns, Tina Masciocchi, Johanna McCormick, Jody Snyder, Shahn Spratt, Stephanie Triolo  
Guests: Kathryn Pierno (grantwriter), Julia Huff (webmaster), Rhea Giroux (adult education coordinator)  
Absent: Julie Hendriks, LAuruS Myth
- 2) Motion to approve Consent Agenda and minutes from March made by Stephanie, seconded by Tina, Vote: all in favor.
- 3) Meeting Focus:
  - a. IT committee
    - i. A group including, Susan, Stephanie, Brenda, Johanna, Julia, Christina, Jennifer and Gretchen met last month to discuss the formation of an Information Technology committee, with the primary goal of sharing responsibilities for maintaining the center's website. The committee will meet again on April 21 at 1 pm, to share the results of homework assigned by Julia.
    - ii. Julia Huff has volunteered to take over as webmaster and oversee the completion of the new website from Al Luckow. She and a few others will meet with Al later this week.
    - iii. Julia anticipates presenting the new website to the Board at next month's meeting, and rolling out the website by the end of May.
    - iv. Susan passed out an Information & Technology Policy for the Board to review (attached). Shahn made a motion to approve the policy as written, Jody seconded, vote: all in favor.
    - v. Susan nominated Julia to act as Chair of the IT committee. Stephanie made a motion to appoint Julia as IT Chair, Jody seconded, vote: all in favor.
  - b. Youth Education Director Position
    - i. Susan, as well as other members of the board, have approached people about taking over the position. Several people have expressed interest in helping out with at least pieces of the job, and Susan will bring these folks together for a meeting soon.
    - ii. Rhea will ask Lisa for her description of the job that she created when she left the position.
    - iii. The possibility of finding grants to support paying a Director was suggested.
  - c. Finances
    - i. Stephanie passed out a profit and loss report for the first quarter, and invited the Board to look over the numbers and get back to her with any questions.
    - ii. The 2014 budget was based on 2012 numbers, a year when the center brought in much more income than 2013. The Board will revisit the budget again in June when Stephanie will potentially re-forecast for the second half of the year based on actual participation during the first half.
  - d. Meeting time change
    - i. Stephanie proposed changing the time of the Board meeting to 6:00. Most board members would be available at that time, although Gretchen and Julia have conflicts. Item tabled for a later date.
  - e. Julia suggested implementing a monthly publicity meeting to help keep she and Johanna up to speed on what needs to be publicized.

- f. Jen has a member who's interested in starting an open mic on Saturdays, would be acoustic and family-friendly.
- 4) Old Business:
- a. Redwood Mountain Faire – We missed the deadline to volunteer in exchange for receiving funds from the event. Anil, a member, has inquired to Susan about borrowing a pop-up tent and might be willing to pass out literature for the center in his booth.
  - b. Yard sale – Clean up day scheduled for May 17 at 10 am. Need a space to stage items for the sale on June 7.
- 5) Motion to adjourn made by Stephanie, seconded by Johanna at 8:03 p.m.

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

**Consent Agenda Items:**

- 1) Treasurer's Report and Budget:
- a. Checking: \$30,722.71 (as of 4/8)
    - \$1399 restricted for scholarships
    - \$617.15 restricted for SCCMP (museum partnership)
    - \$6423 restricted for Ceram-A-Rama
    - \$22,283.56 available
  - b. Money Market: \$44,008.84
- 2) Chair Report:
- a. Weekly Tuesday afternoon meeting with Gretchen and Stephanie on Art Center Business
  - b. March 12 Ceramic meeting
  - c. March 13 meeting with Art Associates
  - d. March 17 meeting with Art Center Volunteers working on various part of Art Center on-line presence including current and future Website needs.
  - e. March 21 attended Art Council grant information meeting with Kathryn Pierno
  - f. March 25 meet with Linda Levy and Kathryn to go over draft report to Art Council
  - g. March 30 Board Dinner at Scopazzi's in honor of Linda Levy former ED
  - h. Obtained debit card from Liberty Bank to set up payment bill associated with our website
  - i. Received check for \$15,000 from Community Foundation for Youth Art Program for 10/2013 to 9/2014
- 3) Chair/Committee Reports
- a. Membership –
    - i. This month: 5 renewals, 2 new members, \$335 collected, 197 on the mailing list.
    - ii. Last month: 3 renewals, 0 new members, \$200 collected, 201 on the mailing list.
  - b. Curatorial (Susan) –
    - i. Current show comes down Sunday 4/6. Spring Into Art Youth Show come in and runs from 4/9 to 4/26. The always fun reception is 4/11. Thanks to Lee Dean, Anouk and Art Services for helping with this show.
    - ii. If any one can help sit a gallery shift for the Youth Show it would appreciated.

- iii. The next Adult show is "Yesterday" and comes in on 4/27 and runs until the first part of July. Encourage artist friends to enter the show.
  - iv. Curatorial assistant Christina is working on preparing our prospectus for the year and we are looking at some revision to the format.
  - v. Curatorial meetings are now scheduled for the 3rd Tuesday of the month. This will be combined with our monthly mailing so we can take care of business and get the calendar out together.
- c. Facilities (Shahn/Noel) –
  - d. Fundraising –
  - e. Grants –
  - f. Publicity/Marketing (LAuruS) –
- a. Music – (Julie Hendriks) – I will be on Maui for the Steel Guitar Festival, and not able to make the meeting. I have been talking to several music groups about playing on the back deck for summer afternoon Soirees/fundraisers, will check the calendar and pencil in some good dates, then talk with the Board about further plans.
  - b. Ceramics (Jen) –
    - i. Going to Davis to represent our ceramics facility. Possible brochure? Last year's altered? Bringing SCMAC banner, also t-shirts and cups to sell. Suggestions?
    - ii. Want to sell one of the electric kilns. Not needed and we desperately need new shelves, bricks and furniture. Was thinking \$200? It needs some switch repairs.
    - iii. Stephanie Triolo has graciously donated her percentage earned from her class to purchase more of the above mentioned and other ceramic needs.
    - iv. Looking for studio attendant. Possible volunteer?
    - v. Next soda firing scheduled for June 21, bbq potluck for summer solstice, all welcome!
    - vi. Summer series scheduled, in Ceramics Monthly, posters in the works.
    - vii. Ceram-a-rama scheduled for September 14, still need everything for that. Help?
- c. Events (LAuruS) –
  - d. Education –

## **INFORMATION AND TECHNOLOGY POLICY**

### **Committee and Chair Job Description**

#### **SANTA CRUZ MOUNTAINS ART CENTER**

9341 Mill St. Ben Lomond, CA 95005

Under Review by the Board of Directors April 14,2014

- 1) The Information Technology Committee, here after referred to as the IT Committee is open to all Santa Cruz Mountain Art Center members, and will meet at regular intervals which will be posted on the monthly calendar.
- 2) The Chair of the IT Committee will be appointed by the Board of Directors.
- 3) The Chair of the IT will oversee the Website and online presence of the Santa Cruz Mountains Art Center and report to the Board of Directors.
- 4) The Chair of the IT Committee is responsible for adhering to the Santa Cruz Mountains Art Center's Mission Statement, Articles of Incorporation, By-Laws and Policies as maybe prescribed by law.
- 5) The Chair of the IT Committee will lead the Committee as a collaborative group.
- 6) The IT Chair should have both general and specific aspects of standard Website and Technology practices.
- 7) The IT Chair will gather and review data concerning the functioning of the Website using google analytics and other web tools.
- 8) The IT Chair will review and estimate design costs including software and standard website tools to present to the Board of Directors.
- 9) The IT Chair will provide IT training as necessary to staff, committee members, and others as deemed appropriated by Board of Directors.
- 10) The IT Chair and the Committee with help to integrate IT best practices into all the Mountain Art Centers administration and programs.

