

Board of Directors
Meeting Notes Monday May 12, 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 6:36 pm.
Quorum established, Board Members Attending: Susan Archibald, Jennifer Hennig, Julie Hendriks, Noel Littlejohns, Tina Masciocchi, Johanna McCormick, Stephanie Triolo
Guests:
Absent: LAuruS Myth, Jody Snyder
- 2) Motion to approve Consent Agenda and minutes from April made by Stephanie, seconded by Noel,
Vote: all in favor.
- 3) Announcements:
 - a. Water restrictions are in effect: outdoor watering only Wednesday, Thursday & Sunday, limited to 15 minutes/day not between 10 am – 5 pm. Gretchen will make a sign to post by the water hose in the yard.
 - b. Got a request from the Redwood Mountain Faire for donation of a silent auction item.
- 4) Topics:
 - a. Ceramics: Jen wants to sell one of the electric kilns at the yard sale, for \$200. Raising funds to replace shelves, bricks, etc. Ceram-A-Rama is scheduled for Sept. 14, only the Sunday event this year, but might have a movie night. Still need help with everything for Ceram-A-Rama!
 - b. Open Mic night: Jen has been in contact with Arindam Krishnadas about starting a weekend night, non-amplified, family-friendly open mic. He will need to fill out an event proposal. Do we have one? Gretchen will look up.
 - c. Receptions: Noel suggested not scheduling receptions on First Friday, because of low turnout. The reception for Yesterday was timed that way because of the Mother's Day Sale.
 - d. Johanna reported that Christine, a member and student of Brenda's class, is interested in volunteering cleaning services and supply maintenance.
 - e. Events: Laurus cannot continue to enter the events information on publicity calendars, no one else is doing that now.
- 5) Meeting Focus:
 - a. Youth Art Director
 - i. Board approval is being requested to appoint Brenda Berg interim Youth Art Director. As Brenda is not a Board member she will report to The Board Chair, Susan Archibald. The position carries with it a \$125 per month stipend. As Brenda assumed the duties of the Youth Art Director in April it is requested that she be paid the stipend beginning in April 2014.
 - ii. Motion to appoint Brenda Berg as interim YEPD, and approve stipend starting in April made by Stephanie, seconded by Jen, vote: all in favor.
 - b. Sunshade cloth for back deck. (Stephanie Triolo) Shade cloth will cost under \$100.
 - c. Clean up Day May 17th and Yard Sale June 7th (Susan Archibald)
 - d. Community Day May 29th at New Leaf Markets Felton and Boulder Creek for Youth Scholarships (Susan)

- 6) Old Business:
 - a. Update on New Website and plan for implementation: website introduction to the membership scheduled for Sunday, June 22, 3-5 pm.
- 7) Motion to adjourn made by Stephanie, seconded by Tina at 7:45 p.m.

Next meeting will be Monday, June 9, 6:30 pm at the Art Center.

Consent Agenda Items:

- 1) Treasurer's Report and Budget:
 - a. Checking: \$33,228.61 (as of 5/6)
 - \$1465 restricted for scholarships
 - \$617.15 restricted for SCCMP (museum partnership)
 - \$6423 restricted for Ceram-A-Rama
 - \$24,723.46 available
 - b. Money Market: \$44,014.45
 - c. Yesterday Exhibit: brought in \$865 in exhibit entry fees, for 23 artists.
 - d. Artist commission rate: At last month's meeting, the possibility of changing the commission rate from 75/25 to 70/30 split between the Center and the artists was raised. To put figures on this discussion, in 2013 the Center brought in \$18,967 in gallery sales. 25% = \$4740 retained by the Center, while 30% = 5690 (approx. \$1000 per year more). Stephanie recommends that, at a time when we are seeking more participation in exhibits, this increase isn't significant enough to outweigh the possible negative association to the artists with such a change in terms.
- 2) Chair Report:
 - a. Received second half of Art Council grant \$2500.
 - b. Kathryn Pierno completed and submitted mid year report on Youth Art grant to SC Community Foundation.
 - c. Brenda Berg organized Youth Art Teachers descriptions, arranged media ad, helped develop posters and flyers for event.
 - d. Attended Ceramic meeting chaired by Jen Hennig.
 - e. Attended Youth Art Meeting chaired by Brenda Berg.
- 3) Chair/Committee Reports
 - a. Membership –
 - i. This month: 8 renewals, 5 new members, \$640 collected, 204 on the mailing list.
 - ii. Last month: 5 renewals, 2 new members, \$335 collected, 197 on the mailing list.
 - b. Curatorial (Susan) –
 - i. Successful Youth Art Show curated by Lee Dean with help from Jen, Lisa, Anouck, and Steve Lanctot.
 - ii. Take in of new show "Yesterday" in the gallery until 7/12. Thanks for help from Tina, Debbie, Fillmore and others.

- iii. Wonderful posters have been designed by Johanna McCormick for the new show, workshops, and youth art.
- c. Facilities (Noel) –
- d. Fundraising –
- e. Grants (Kathryn) – Received the following message from Christina Cuevas at the Community Foundation re: midterm grant report submitted by Kathryn for the '13-14 youth grant:
"Thanks for the progress report on the grant referenced above. It appears that despite the transitions experienced this year, the school arts program is going strong. I appreciate your update on the marketing. Find the best way to reach parents is tricky. Establishing relationships with the schools so as to build on their outreach is a good idea. Hopefully, you can find an inexpensive and more effective way to reach parents with news about your classes. It is great to see that you are using the opportunity of the program director administrator to take stock of the position and determine how it can be improved so that you can recruit the best candidate. Good for you."
- f. Publicity/Marketing (LAuruS) –
- g. Music – (Julie) –
- h. Ceramics (Jen) –
- i. Events (LAuruS) –
- j. Education (Brenda/Rhea) – Report by Brenda on Youth Education meeting attached (PDF).
- k. IT/website (Julia) –