

Board of Directors
Meeting Notes Monday May 13, 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 6:35 pm.
Quorum established, Board Members Attending: Lisa Alexander, Susan Archibald, Julie Hendriks, Noel Littlejohns, LAuruS Myth, Stephanie Triolo, Larry Worley
Executive Director: Linda Levy
Guests: Cynthia Armstrong (Youth Education Program Director)
Absent: Julie Erreca, Honora Bacon, Shahn Spratt, Jody Snyder
- 2) Motion to approve Consent Agenda and minutes from April made by Stephanie, seconded by Lisa, Vote: all in favor.
- 3) Executive Director report:
 - a. Linda has purchased 2 books for the Art Center library by Arlene Goldbard about how arts can be integrated into the culture.
 - b. Linda reviewed a Barry's Blog post about fundraising (previously sent to the Board vi email). We are doing well, according to their checklist, could think about finding someone to act as a Development Director to bring in more money. Add fundraising to next month's agenda.
- 4) Meeting Focus:
 - a. Back are electrical and extension of existing stone area
 - i. Shahn has drawn up plans for the back yard improvements. Linda will connect with him and ask if he is available to direct the work, and if not, can he recommend someone.
 - ii. Ben is a new volunteer with community service hours. He has created the fence and gate to the river, put up the "Art" sign on the front of the building, tarp on the back patio and will be improving the cabinet doors along the side of the building. He has indicated to Linda that after his service hours are done, he is willing to continue to help out.
 - b. Community outreach projects / marketing the Art Center
 - i. May 18th /19th – Plein Air @ Camp Joy Gardens
 - ii. June 1st / 2nd Redwood Mountain Faire Booth
 1. Have 4 tickets and one parking pass for volunteers. Travis will set up & be there both days. Stephanie will be there 11-3 Sunday.
 - iii. June 21st "Solstice Reception", @ the Art Center
 1. BBQ & Raku party! Opportunity to make new decorations for the corridor.
 - iv. July 20th @ MAH/Abbott Square – booths/tables/entertainment to promote Art Center artists.
 1. Julie H. will arrange for musical entertainment
 - v. Aug. 24th Pop Up Museum co-hosted with MAH & SLV Museum
 1. Museum runs 10 am -2 pm, will do a BBQ afterwards.
 - vi. Davis show
 1. Great visibility for the Art Center, gave out a lot of fliers. Travis did a good job setting everything up.
- 5) New Business:

As of June 1, the Cultural Council of Santa Cruz County is changing their name to "Arts Council of Santa Cruz County", and they have a new logo.
- 6) Old Business: none.
- 7) Motion to adjourn made by LAuruS, seconded by Larry at 7:40 p.m.

Next meeting will be Monday, June 10, 6:30 pm at the Art Center.