

Board of Directors
Meeting Notes Monday June 10, 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 6:37 pm.

Quorum established, Board Members Attending: Susan Archibald, Honora Bacon, Julie Erreca, Noel Littlejohns, Shahn Spratt, Jody Snyder Stephanie Triolo,

Executive Director: Linda Levy

Guests: Cynthia Armstrong, Liz Payne, Travis Adams

Absent: Lisa Alexander, Julie Hendriks, LAuruS Myth, Larry Worley

2) Motion to approve Consent Agenda & minutes from May by Jody, 2nded by Stephanie, Vote: all in favor.

3) Addendum to Consent Agenda:

- a. Finance Report (Have transferred \$10K from Money Market account to Checking. This gives us enough unrestricted funds to fund the backyard improvements currently on the table.
- b. Music: Carolee reported to Linda that the Ukulele's Gone Wild concert in May was excellent, with a Beatles theme. Drew a younger audience, people came from over the hill. They are gaining numbers as the summer progresses. Julie noted this event is a successful example of the Center branching out to use different locations.

4) Meeting Focus:

a. Fundraising:

- a. Linda put out a request for someone on the Board who would like to take on the role of a **Development Director**, in charge of raising money.
- b. Fundraising Plan: We haven't focused on fundraising for many years, until last year when the roof needed repair. However, the climate of grant funding has become chillier & more competitive, and we are currently without funding for the Art-After-School program this fall. Have initiated the Gloria Seneres Memorial Fund for Youth Art Ed, and anticipate a \$5K donation to come soon. Looking at ways to continue the program without grant funds. **Cynthia and Susan** have signed up to attend a fundraising workshop put on by the Community Foundation and hopefully they will come back from it with ideas/inspiration for a workable fundraising plan.
- c. Ceramics Fundraiser: Liz presented an idea for a mini-music event at the Center to raise money for the Ceramics facility. It would take place on **July 21**, the day after the Art Market at MAH and run from 11 am – 5 pm with a ticket price of \$10. She has 4 bands lined up to play for free, who will be promoting the event to their audiences. Food and drinks will be sold (she is applying for a food donation from New Leaf), raffle and ceramics activities between music sets. The Board was very supportive of the idea but requested **Liz submit a budget** showing how the numbers will balance after expenses. Details were discussed including the need to rent a port-a-potty to accommodate larger numbers, and a look on how to handle alcohol (purchase drink tickets?) She was also advised to scale back number/complexity of activities to make it easier & avoid volunteer burnout. She has 8 volunteers lined up so far to help and requested help from any Board member who had anything to contribute. Looking at putting together "Raffle Bowls", and asked for donations (value \$50) to put into various bowls. **Planning meeting scheduled for Tuesday June 18, 2 pm.**

Motion of approval to proceed with submitting a budget via email within a week made by Jody, seconded by Stephanie, vote: all in favor. **Once budget is submitted, Board will vote via email on whether to move ahead with the event.**

- d. Backyards of Ben Lomond: Eileen Murray's idea for a fundraiser next Memorial Day weekend, similar to the Bonny Doon Garden tour. Keep this in mind for the fundraising plan. Artists will be paired with a garden/back yard.

b. Community Outreach projects / marketing the Art Center:

- **June 21st** “Solstice Reception” BBQ/Raku @ the Art Center
- July 10 – Sept. 28 = “Simply Red” summer gallery exhibition / Opening Reception July 12
- **July 20th** @ MAH/Abbott Square – booths/tables/entertainment to promote Art Center artists.
- **Aug. 24th** Pop Up Museum co-hosted with MAH & SLV Museum

c. Back yard upgrades:

- First priority:
 - Electrical safety issues in glaze area:
 - Hire licensed electrician. **Suggested names to be passed on to Shahn.**
- Second priority:
 - Soda/raku area wiring & water.
 - Wheel Side for Ceram-A-Rama & Stage
 - Shahn will make a plan for the areas based on need for events (ex. Ceram-A-Rama) and ask for bids.
- Later priority:
 - Shade sail system with lights, continue Cal-Stone. These will probably wait till next year based on timing around events already scheduled.

5) New Business: Moved to discuss before Meeting Focus.

- a. Cynthia Armstrong, Director of the Youth Education Program, wants to join the board. Julie Erreca is ready to step down after uncountable years of service. Thanks to Julie for all her contributions over the years! She has been instrumental in organizing the Community Day at New Leaf, which has brought around \$1000 in for the youth scholarship fund per year over the past many years. Motion to add Cynthia Armstrong to the board made by Jody, seconded by Julie, vote: all in favor. Welcome Cynthia!

6) Old Business: none.

7) Motion to adjourn made by Jody, seconded by Stephanie at 8:05 p.m.

Next meeting will be Monday, July 8, 6:30 pm at the Art Center.