

Board of Directors
Meeting Notes Monday June 9, 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 6:44 pm.
Quorum established, Board Members Attending: Susan Archibald, Jennifer Hennig, Noel Littlejohns, Johanna McCormick, LAuruS Myth, Jody Snyder, Stephanie Triolo
Guests: Brenda berg, Rhea Giroux, Julia Huff
Absent: Julie Hendriks, Tina Masciocchi
- 2) Motion to approve Consent Agenda and minutes from May made by Stephanie, seconded by Noel,
Vote: all in favor.
- 3) Announcements:
 - a. Waiting to hear how much we will get from the Redwood Mountain Faire, will take up to a month to find out.
 - b. Made \$300 at the yard sale.
- 4) Issues:
 - a. Need help with publicity—Laurus cannot continue to enter the events information on publicity calendars.
- 5) Meeting Focus:
 - a. Motion to appoint Brenda Berg to the Board of Directors, made by Jody, seconded by Stephanie, vote: all in favor.
 - b. Facility improvement:
 - i. Stephanie presented a budget to repair fence: the neighbor is donating one panel, SCMAC will buy one panel, plus hinge & latch, John will assemble the gate and David Zanville will assist with installation, total estimate = \$200. Motion to approve up to \$250 to repair the fence made by Jody, seconded by Johanna, vote: all in favor.
 - ii. Stephanie & Noel presented a budget to install a handrail to the deck steps: rail will be ordered online, exceeds OSHA safety standards, total estimate = \$212. Motion to approve up to \$250 to repair the fence made by Jody, seconded by Johanna, vote: all in favor.
 - c. Youth teacher evaluation program: Cynthia Armstrong has agreed to donate the teacher evaluation program she developed and presented to the Board in February, as a \$600 value in-kind donation, and requested a letter of appreciation from the Board, which will be drafted by Susan and edited by Brenda. Motion to accept in-kind donation of the teacher evaluation program and write the letter, made by Stephanie, seconded by Laurus, vote: all in favor.
 - d. August fundraiser/volunteer appreciation party: Originally conceived as a way to recognize Linda Levy's vast contribution to the Art Center over the years; in response to Linda's request, will be more generally focused on appreciation for volunteers, funds raised will benefit the youth art program. Date of Sunday, 8/17, 4-6 pm was chosen, Susan will be organizer/pint person. Will auction off paintings that have been donated, ceramics, raffle of gift baskets. Will invite our grantors and arts organizations that Linda has been active in. Will send out "save the date" email soon, and mail out invitations one month prior to the event.

6) Old Business:

- a. Large table in the classroom: Although it is great for Board meetings, it presents challenges when teaching children. Brenda asked the Board to consider investing in smaller, modular tables. Discussion tabled.
- b. Julia presented the new website to the Board of Directors, to a round of applause for all who have contributed! Site files and email addresses have been moved from Fatcow host to Dreamhost. Next step is presenting to the membership on June 22.

7) Motion to adjourn made by Stephanie, seconded by Jody at 7:45 p.m.

Next meeting will be Monday, July 14, 6:30 pm at the Art Center.

Consent Agenda Items:

1) Treasurer's Report and Budget:

- a. Checking: \$35,798.99 (as of 6/3)
 - \$3732 restricted for scholarships
 - \$617.15 restricted for SCCMP (museum partnership)
 - \$6423 restricted for Ceram-A-Rama
 - \$25,026.84 available
- b. Money Market: \$44,019.88
- c. Yesterday Exhibit: brought in \$1073 in gallery sales for May.

2) Chair Report:

- a. Meetings attended: IT, Ceramic, Curatorial, Art Associates
- b. Mother's Day Sale 5/10
- c. Media Day, panel of print and air media persons discussing publicity
- d. Clean up Day 5/17 lots of work accomplished; still to be done: fence, hand rail and dump-run after yard sale
- e. Christina Ensminger has volunteered to co-chair the Facilities Committee with focus on the building interior.
- f. Calendar mailing with Yard sale, Art Camp and Website introduction flyers done 5/20
- g. Radio show KZSC about up coming Summer events at the Art Center
- h. Completed paper work and applied to be Custodian of Records for Live Scan information on teachers and staff dealing with children
- i. Request reimbursement for fee of \$104 to become custodian of records.

3) Chair/Committee Reports

- a. Membership –
 - i. This month: 3 renewals, 1 new member, \$220 collected, 200 on the mailing list.
 - ii. Last month: 8 renewals, 5 new members, \$640 collected, 204 on the mailing list.
- b. Curatorial (Susan) –
- c. Facilities (Noel) –
- d. Fundraising –

- e. Grants (Kathryn) –
- f. Publicity/Marketing –
- g. Music (Julie) –
- h. Ceramics (Jen) –
- i. Events – Julie Erreca: A cheque for \$2,257 from New Leaf Market was given to me today by their manager, Nellie, along w/ a big smile. This was their *most successful Community Day ever*. All the time and effort on e-mails, posters, t-shirts, and of course, our good reputation (thanks to everyone) made a difference of a thousand dollars. Nellie likes the t-shirts so well that I've been asked to print a dozen for the female staff at New Leaf. Special thanks to Jen, Tina and Sue who worked all day w/ me. I hope they had as much fun as I did.
- j. Education (Brenda/Rhea) –
- k. IT/website (Julia) –

Brenda Berg: SCMAC Board Statement

May 28, 2014

In 1989, I moved from San Jose to Boulder Creek, just in time for the October 17th Loma Prieta Earthquake. Post-earthquake support and camaraderie put me in touch with a rich cache of artists living in the mountains. One of the first post-earthquake people I met was the gregarious Ann Turner, who encouraged me to meet with a group of local artists and art advocates at the Boulder Creek Library. It didn't take me long to join forces with the remarkable group of artists. I collaborated on local art events and guerrilla exhibitions that spanned Santa Cruz County to Silicon Valley. Thanks to the intelligent leadership of SJSU art history professor Shirlee Byrd, the San Lorenzo Valley Arts Project operated under the supportive umbrella of the Cultural Council of Santa Cruz County. That group of focused valley artists, as most of you know, became the Santa Cruz Mountains Art Center.

As one of the Art Center's Founder's, I am invested in its mission, success and continued growth. Recognizing the need for continuous, dedicated and informed leadership, I have stepped- up to fill the vacancy as the Youth Education Director and Board Member for the next year. I come to the position with a strong background in education, both youth and adults. As a Montessori trained educator, I have taught, directed and owned schools for preschoolers through fifth grade. I have also taught art to adults at the Art Center and at UCSC for over twenty years. Although being in the classroom brings me the greatest joy, I am an experienced and capable program leader and look forward to the next year as the SCMAC's Youth Education Director.