

Board of Directors
Meeting Notes Monday July 8, 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, Cynthia Armstrong, Honora Bacon, Julie Hendriks, Noel Littlejohns, LAuruS Myth, Stephanie Triolo, Larry Worley

Executive Director: Linda Levy

Guests:

Absent: Jody Snyder, Shahn Spratt

2) Motion to approve Consent Agenda and minutes from June made Stephanie, seconded by LAuruS, Vote: all in favor.

3) Meeting Focus:

a. Lisa Alexander is leaving the Board. Through leadership and creative thinking, Lisa brought up the quality and efficiency of the youth education program over her many years of service. Hearty thanks to Lisa! This leaves an opening for a new board member.

b. Fundraising:

i. Linda has received comments from grantors about the fact that they do not see us spending money on fundraising.

ii. Fundraising will be on the agenda most months, and added to the consent reports.

iii. Cynthia presented a summary of the material covered in the fundraising workshop she, Susan, Linda and Stephanie attended.

1. Role of the Board: The Board is responsible for the continued financial health of the organization—to both raise and give money. Supporters/grantors expect board members to be the most committed and dedicated members of the organization. 100% commitment from the board strengthens the fundraising cause. Asking for money is a skill that can be learned, and not everyone has to ask all the time.

2. For reporting purposes, we should separate memberships from donations, i.e., anything over \$45/\$65 should be tracked as a donation rather than supporting membership.

3. Focus for Fundraising plan: what do we want back from the time and money we spend fundraising? Money, new/happy donors, legacy donors, volunteers, visibility...

4. Fundraising is about acquisition, retention and upgrade. This is achieved by building relationships.

5. Goals: How much from individuals? How many new donors? How many donors can be expected to renew their gifts?

6. Our mission is the driver, focus is on building relationships (potential and existing), choosing the right strategy, diversifying sources of income and solicitors. Craft a compelling case for support, be willing to ask for money and adopt strategies for acquisition, retention and upgrade.

7. Development team/committee: choose strategy and report to board. Present plan in August.

iv. Fundraising focus for next year:

1. Replace youth grant funds

2. New/existing programs (ceramics)

3. Fund staff for certain jobs
 4. Facilities upgrades
 - v. Development director: Cynthia is already taking on the Education committee and can't do this job by herself as well, needs help.
 - vi. Committee: Need to pull in people from outside the Board. Cynthia has been talking to parents of students. Committee will meet on Tuesday, 7/23 at 3 pm.
 - c. Events Coordinator: Stephanie recommends LAuruS for this position, seconded by Noel, vote: all in favor.
- 4) New Business:
- a. Redwood Mountain Faire steering committee needs a place to meet, can they meet here? Yes, best day is an alternate Monday evening.
- 5) Old Business: none.
- 6) Motion to adjourn made by Julie, seconded by Stephanie at 8:15 p.m.

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