

**Board of Directors**  
**Meeting Notes Monday August 11, 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 6:37 pm.

Quorum established, Board Members Attending: Susan Archibald, Brenda Berg, Julie Hendriks, Jennifer Hennig, Noel Littlejohns, Tina Masciocchi Johanna McCormick, Jody Snyder, Stephanie Triolo

Guests: Rhea Giroux,

Absent: LAuruS Myth

2) Motion to approve Consent Agenda and minutes from July made by Jen, seconded by Jody, Vote: all in favor.

3) Announcements:

4) Issues:

5) Meeting Focus:

a. Ceramics

- i. Jen has been working on selling the 2 electric kilns for \$500 (sold) & \$300, and has picked out a new digital kiln to replace them, from Phoenix Ceramics for \$1000. The cost will be covered by money raised during the yard sale, individual donations (Stephanie & Paula Prekowitz) as well as sale of the old kilns. New shelves will need to be purchased as well (for +\$30 each), as the old ones won't fit the new kiln.

Motion to approve purchase of new digital kiln and shelves made by Stephanie, seconded by Brenda, vote: all in favor.

- ii. After taking inventory, Jen discovered that clay was missing and presumed stolen. After locking up the clay, clay started to disappear from inside people's lockers. Jen proposed purchasing a motion-detection security camera system to monitor the area and catch the clay bandit. She has one in mind that costs around \$200 from Amazon. Additionally, the lock box combo can be reset, and Ted Berg has offered to re-key all the doors. Jen will make a report to the Sheriff's office.

Motion to purchase and install security camera system, re-key all the doors at the Art Center, and change the lock box combination, made by Stephanie, seconded by Jody, vote: all in favor.

b. Education

- i. Brenda asked that the membership dues obligation for two teachers in the youth program be waived. These folks have a financial hardship and also live outside the area and don't use the Art Center outside of teaching their classes. They also put in valuable volunteer time during the free workshops and other visibility events for the Center.

Motion to transfer funds from the "Generosity Fund" to pay membership dues for Diedra Kmetovic and Lori Wilson, made by Jody, seconded by Tina, vote: all in favor.

- i. Time Bank: Diedra suggested that we consider joining Time Bank Santa Cruz <http://santacruz.timebanks.org/>

TimeBank Santa Cruz is a system of reciprocal service exchange that uses units of time as currency. Discussion. You provide service to earn TimeCredits. Your TimeCredits can be spent to receive the services available in the network.

Board will research the Time Bank and return to this at a future meeting.

- ii. New tables & chairs for the classroom: Brenda presented some options for work tables and chairs for younger kids who don't fit at the big tables. Asked the Board to look for better deals, and revisit in a future meeting. They need to have adjustable legs, and be durable.
- c. Membership Form – Johanna presented a mock up for a new membership form and got feedback from the Board:
  - i. Sustaining membership will be eliminated,
  - ii. Lifetime membership will remain at \$1000,
  - iii. Monthly membership will be eliminated due to difficulty administering it.
- d. Budget – Stephanie presented Profit & Loss statement for Jan-June. The Center is thriving and on budget. For next year, the major departments of Curatorial, Ceramics and Youth Ed will be invited to submit their budgets in December.
- e. Event planning:
  - i. Heart & Soul – Discussion of raffle baskets, set up. Less than a week away!
- f. Board had much support for the Tannery's request to "buy a brick" for \$250, to help fund the performing arts theater. Motion to sponsor a brick for \$250 made by Jody, seconded by Susan, vote: all in favor.

6) Old Business:

- a. Jen reminded the Board there is a community member who wants to host a family-friendly Saturday night Open Mic at the Art Center. Gretchen will forward to Jen the Community Use Policy forms for them to fill out as a proposal.

7) Motion to adjourn made by Tina, seconded by all at 8:10 p.m.

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

**Consent Agenda Items:**

1) Treasurer's Report and Budget:

- a. Checking: \$27,969.22 (as of 8/5)
  - \$1370 restricted for scholarships
  - \$617.15 restricted for SCCMP (museum partnership)
  - \$6423 restricted for Ceram-A-Rama
  - \$19,559.07 available
- b. Money Market: \$44,030.92
- c. Mellow Yellow Exhibit: brought in \$446 in gallery sales for July.

2) Chair Report:

- a. Calendar and flyer for Volunteer Appreciation event mailed 7/24.
- b. Attended Curatorial Meeting 7/24.
- c. Attended Community Foundation grant information meeting 7/8.

- d. Grant for Youth Art Program submitted to Community Foundation 7/29. Thank you Kathryn Pierno.
- e. Youth Art Camp classes all went with good enrollment.
- f. Youth Art schedule of classes for Fall done. Thank you Brenda Berg for both.
- g. Electrical light fixture in side gallery repaired.
- h. Art Council has scheduled a Community grant information meeting at SCMAC for 8/14 at 6PM.
- i. News Letter completed and sent to printer. Thank you Lori Hennig!

### 3) Chair/Committee Reports

- a. Membership –
  - i. This month: 5 renewals, 4 new member, \$445 collected, 194 on the mailing list.
  - ii. Last month: 2 renewals, 6 new member, \$400 collected, 203 on the mailing list.
- b. Curatorial (Susan) – New show "Mellow Yellow" installed in the gallery. Show reception held 7/18.
- c. Facilities (Noel) –
- d. Fundraising –
- e. Grants (Kathryn) –

Community Foundation of Santa Cruz County

Present grant: \$15,000

Grant period ends: Nov. 1, 2014

Upcoming grant

Grant cycle: Nov. 2, 2014 – Nov. 1, 2015

Funds requested: \$10,000

Purpose: To further increase enrollment and improve the quality of teaching in the Youth Arts Program

Goals:

Improve the overall quality of teaching as measured by staff evaluations of teachers and questionnaire feedback from parents and students.

Increase the number of students attending art classes by targeting those enrolled in home school and charter school programs.

Continue providing youth art classes at the present level through the Art After School program, Art Saturdays, Spring Week, and Art Summer Camp.

Progress toward upcoming grant:

Letter of Intent was submitted 7/28/2014, with the following reply:

"This message is to confirm that the Letter of Intent you submitted to Community Foundation Santa Cruz County has been checked for completeness and will soon enter our review process. Foundation staff and board will evaluate your submission and may contact you with questions and other feedback. We expect to inform everyone as to whether they are invited to submit additional application materials around August 22."

Final grant application deadline: 9/17/2014

- f. Publicity/Marketing –
  - i. Sent various photos to Arts Council Santa Cruz County of our kids programs
  - ii. Created ad to run in Little Peoples Theater program
  - iii. Created flyer for Mellow Yellow show (printed 30, left at Art Center for distribution)
  - iv. Created poster for Mellow Yellow show (printed 1 poster for gallery window)
  - v. Shot incoming artwork of Mellow Yellow show
  - vi. Created flyer for Fall Painting and Mixed Media classes (Brenda to print)
  - vii. Made half-page invite/flyer for Heart & Soul – Celebration of our Volunteers (printed, mailed with Aug calendar)
  - viii. Created Heart & Soul graphics for website, Facebook and email (sent to Julia for posting)
  - ix. Created poster and flyer for 2014 Ceram-A-Rama (not printed as yet – sent flyer to Laura for placement in newsletter)
  - x. Edited article for newsletter on new website (sent to Laura along with images from Web Site Test Drive)
  - xi. Took photos at two of Brenda’s Art Camp classes
  - xii. Started work on New Membership form
- g. Music (Julie) –
- h. Ceramics (Jen) –
- i. Events –
- j. IT/website (Julia) –
- k. Education (Brenda/Rhea) – (attached)

## Youth Education Committee Meeting Monday, August 4, 2014

Present: Deidra Kmetovic, Lori Wilson, Gretchen McPherson, Jen Hennig, Brenda Berg.

### I. Summer Art Camp

- a. Assistants: AM/PM classes only. Deidra Kmetovic has been our outstanding teaching assistant for both morning and afternoon camp classes. In addition, Deidra's organizational and classroom skills have been instrumental in shaping smooth and safe transitions from classroom to park, and in developing camper sign-in/out documentation/procedures for our Art Camps. Thank you, Deidra! Student Aides: Susan Archibald's granddaughter, Lucy \_\_\_\_\_ and Jen Hennig's friend \_\_\_\_\_ **Brenda needs full names of aides from Susan and Jen.**
- b. Meet and Greet: Many thanks to Susan, Rhea and Stephanie for doing a wonderful job as our volunteers who meet/greet parents/campers, distribute t-shirts, and oversee late registrations on the opening day of SAC classes.
- c. Classes have been well attended--8-15 registered students per class! Amazing teachers, classes and students!
- d. Suggestions for making the SAC an even greater success:
  - i. A parent has suggested that teachers give parents a written overview of what the students have learned and made during the class each day. **Sending one email to all parents was suggested by Brenda.**
  - ii. other suggestions: **Deidra suggested that Brenda's "Camp Assistants" job sign-up for students be copied for all teachers to use in classrooms in order to create a more uniform program. Diedra made edits to form to make it more user-friendly for all teachers. Brenda will generate a form for all teachers to use in their classes at the SCMAC and the Art After School program as needed.**

### II. Fall School Year

- a. Art After School:
  - i. AAS has been scheduled and populated with teachers.
  - ii. Class enrollment will increase to 15 students with a teaching assistant. Teacher will continued to be paid \$320 for a 4 week session plus a slight increase from \$60 to \$80 for materials. Assistants will be paid \$120 for a 4 week session or \$15 per hour.
  - iii. Qualified Teaching Assistants needed—please let Brenda know if you are interested. **Lori Wilson suggested Julie Miller and Crissy Brandsford. Brenda will contact both.**
  - iv. New class description must include:
  - v. SCMAC Visual Arts Content Standards (see hand-out) **Was reviewed and Gretchen will post on new web site.**
  - vi. Age appropriate California State Standards <http://www.cde.ca.gov/be/st/ss/vamain.asp> **Was reviewed and Gretchen will post on new web site along with teacher's packet. Gretchen has also agreed to contact Al Luckow to find out about online forms with secure signatures for teacher's class contracts.**
  - vii. Reminder: All AAS Teachers also need to be familiar with applicable school's handbook and abide by school policies. All handbooks are online. Review major themes/policies. School policies and discipline were read and discussed with teachers at the last Youth Ed. meeting. AAS behavior problems should be directed to Brenda for consultation, who will contact the parent, or school as necessary.
  - viii. A copy of the fall 2014 class descriptions/contracts need to be

submitted as follows:

1. Emailed to Brenda ([bberg4art@comcast.net](mailto:bberg4art@comcast.net)) by this Friday, August 8<sup>th</sup> for approval.
2. Approved contracts must be signed and emailed or hand-delivered to Gretchen at [info@mountainartcenter.org](mailto:info@mountainartcenter.org) by Tuesday, August 12<sup>th</sup>.

NOTE: Classes will not be taught without an approved and signed contract on Gretchen's desk by the Aug. 12<sup>th</sup> deadline.

Was reviewed. Brenda used multi-media projector to discuss and demonstrate how Class Contracts need to be filled out: short class description (1-2 sentences) on the front page and how the incorporation of State Standards and SCMAC Visual Arts Content Standards will be added to the back side in Paragraph One and, if necessary, in Paragraph Two.

b. Fall Art Saturdays:

- i. Classes have been scheduled and populated with teachers. We still need school approvals for dates and times.
- ii. New class description must include SCMAC Visual Arts Content Standards (hand-out) and age appropriate California State Standards <http://www.cde.ca.gov/be/st/ss/mumain.asp>.
- iii. A copy of the fall 2014 class descriptions/contracts need to be submitted as follows:

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III. Teacher Evaluations: A platform to insure continued improvement and growth: Teaching strategies, as well as the overall experience for parents, students and school.

- a. Fall Peer Review: Unanimously supported at the May 4, 2014 meeting by all teachers. AAS teachers need to volunteer for an agreed upon time, school and fellow teacher to observe, document and peer review. We also need classroom photos; short videos of teacher demonstrations, critiques and/or class discussions (teaching in action) that can be used for grants, media releases and web site; and a written peer review. Reminder: Your time is tax deductible. Although, we don't have a budget for the Annual Peer Review, volunteers demonstrate willingness to actively support AAS teaching excellence, and show the grantors that we have a positive peer teacher evaluation in place to insure continued improvement and the future success of the program.
- b. Peer teams: Lori and Deidra have agreed to be peer evaluators for each other. All teachers need to choose peer teams for peer evaluations and report back to Brenda for evaluation forms/materials.

- c. Fall Annual Assessment Reminder: Youth Art Director Brenda Berg, retired classroom teacher Rhea Giroux, middle school teacher Kathryn Pierno and other teaching professionals have volunteered as Mentor Evaluators who will make visits to every teacher's classroom at least once per year to insure continued program improvement, build strong community relationships, to support excellence in the classroom and to provide our grantors with tangible documentation that our program is valuable and worthy of continued financial support.

IV. Other Business:

- a. Brenda (and Susan?) will be contacting AAS administrators concerning the 2014-15 schedule.
- b. BOARD MEETING ACTION ITEM: Deidra and Lori have asked Brenda to discuss teacher SCMC membership fee waiver for them—discussion and vote.
- c. BOARD MEETING ACTION ITEM: Brenda will present research to-date on age-appropriate table and chairs for the youth classroom use for discussion and vote.
- d. Diedra suggested that we consider joining Time Bank Santa Cruz <http://santacruz.timebanks.org/> TimeBank Santa Cruz is a system of reciprocal service exchange that uses units of time as currency. You provide service to earn TimeCredits. Your TimeCredits can be spent to receive the services available in the network.

Next meeting: winter planning-- Monday, November 3, 2014 @ 6:30 PM.