



Board of Directors
Meeting Notes Monday June 8, 2015

Goals for 2015

- ✓ *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 6:40 pm.
Quorum established, Board Members Attending: Susan Archibald, Jennifer Hennig, David Kurtz, Tina Masciocchi, Johanna McCormick, Stephanie Triolo
Guests: Christina Ross, Natosha Wengreen
Absent: Brenda Berg, Julie Hendriks, LAuruS Myth, Jody Snyder
- 2) Motion to approve Consent Agenda and minutes from May, including Natosha becoming the first Youth Art Coordinator at a stipend of \$200 per month beginning May 21st, 2015, made by Jen, seconded by Tina, Vote: all in favor.
- 3) Announcements: Community Day is June 25. Need volunteers to staff: Jen 11-1 in BC, Tina 12-3 in Felton, Stephanie 3-5 in Felton, Julie Erreca?
- 4) Topics: Tree work – Stephanie would like to hire someone to cut up the dead wood, has gotten recommendations.
- 5) Meeting Focus:
 - a. Marketing
 - i. Tina asked that a Facebook post and email be sent out to the membership to announce the opening receptions, so that participants in the show can pass it along to their lists. Christina offered to take on sending those emails. Gretchen is a backup.
 - ii. The question came up, who is in charge of marketing? We need someone for marketing and publicity. Johanna is doing the graphics, but not publicity. Peggy Kirk is interested in getting involved, there will be a marketing meeting including her in July.
 - iii. Some projects being developed:
 1. Insert for local restaurant billfold (Christina)
 2. Brochure for the year (Peggy & Johanna)
 3. Natosha is writing a proposal for mini-class/event sessions
 - b. Website
 - i. Julia is stepping back, due to her full time job. Need to find someone to take over the things she has done. Will be discussed at the IT meeting.
 - ii. IT meeting scheduled for Thursday, June 11, 7 pm.
 - c. Bookeo
 - i. Gretchen will try to make time with Brenda to answer her concerns. Everyone else approves moving forward with it. Renewal period is on the 15th.
- 6) Old Business:
- 7) Motion to adjourn made by Stephanie, seconded by Johanna at 8:00 p.m.

Next meeting will be Monday, July 13, 6:30 pm at the Art Center.

Consent Agenda Items:

1) Treasurer's Report and Budget:

- a. Checking: \$29,390.64 (as of 6/2)
 - \$704 restricted for scholarships
 - \$5663 restricted for CFSCC youth grant
 - \$617.15 restricted for SCCMP (museum partnership)
 - \$4000 restricted for Ceramics / Ceram-A-Rama
 - \$18,406.49 available

b. Money Market: \$46,169.60

c. A Closer Look Exhibit brought in \$1756.41 in gallery sales for May; year to date gallery sales are \$5104.54.

2) Chair Report:

- a. 5/9 Helped with Mother's Sale Day
- b. 5/14 Arts Associate Meeting
- c. 5/21 Non-Profit Leadership meeting
- d. 5/21 Youth Art Director Interview

Natosha Wengreen, who expressed an interest in the vacant Youth Education Director position, met with Brenda Berg and Susan Archibald for an extensive interview on May 21, 2015. Brenda and Susan believe Natosha's 6 years with a for-profit youth art program in Sacramento, her impressive letter of recommendation from Elizabeth Evans, Program Manager for the Santa Cruz Natural History Museum, where Natosha is an intern administration assistant, make her a good candidate for a leadership role in our youth education program.

Susan and Brenda are recommending that the Board vote in favor of Natosha becoming the first Youth Art Coordinator at a stipend of \$200 per month beginning May 21st, 2015. Brenda will continue on the Board as the Education Chairperson, a volunteer position, and will mentor Natosha in her new role as the Youth Art Coordinator.

Bio: Natosha Wengreen, a graduate in Cultural Anthropology from Sacramento State University, is one of the newest additions to the Art Center's youth teachers. Before joining the Art Center, Natosha taught art for six years at Kidzart in Sacramento for kindergarten through fifth grades. In addition to joining the Art Center's youth education program, Natosha works at the Santa Cruz Natural History Museum as an intern administration assistant for their education programs. Interning for the SCNHM, Natosha has gained a practical understanding of non-profits, including grant writing, developing policies and handbooks for educational programs, and coordinating volunteers. Natosha is also a Yoga Alliance certified Vinyasa instructor through the Northern California Yoga institute and continues teaching yoga classes part time in San Jose. In April 2015, Natosha became a part of the Santa Cruz Mountains Art Center as a teaching assistant for the Art After School program.

- e. 5/22 Met with Boone Donne Principal S. Siddens to discuss Art After School program
- f. 5/26 Mailed calendar

- g. 6/1 Clean Up Redwood Mt. Faire: Thank you so much David C., Tina M. Jennifer H., David K., Shannon H., Julie H., Dyann P., Stephanie T. Hopefully we will have a good donation from the fundraiser for all your hard work. Thank you Jennifer for organizing this fundraiser.

3) Chair/Committee Reports

- a. Membership –
 - i. This month: 5 renewals, 2 new member, \$355 collected, 200 on the mailing list.
 - ii. Last month: 3 renewals, 1 new member, \$180 collected, 199 on the mailing list.
- b. Curatorial (Susan) – Rearranged gallery, sent out prospectus for next show "From the Earth" coming in on 7/12. Mother's Day sale totaled \$1105.30
- c. Facilities –
- d. Fundraising –
- e. Grants (Kathryn) –
- f. Publicity/Marketing (Johanna) –
- g. Music (Julie) –
- h. Ceramics (Jen) –
- i. Events (LAuruS) –
- j. IT/website –
- k. Education (Brenda) –