



Board of Directors Meeting Notes Monday April 8, 2019

Goals for 2019

- ✓ *Complete building facade renovation project*
- ✓ *Board Development and better delineate roles for other volunteers*
- ✓ *Improve analytics, data collection, and communication with membership*

- 1) Call to order by Susan Archibald at 6:31 pm.
 - a) Quorum established, Board Members Attending: Susan Archibald, Karen Asherah, Frank Bauerle, Chris Finnie, David Kurtz, Evelyn Liesching, Noelle Lightbourne, Tina Masciocchi, Johanna McCormick
 - b) Absent: Elizabeth Payne
- 2) Motion to approve Consent Agenda & notes from March, made by Johanna, seconded by Evelyn. Vote: all in favor.
- 3) Non-profit roundtable. Mary Anderson is now editor of the Press Banner. Check the article and update. Let Susan know because she's willing to run an article for us. Wants more cultural pieces.
- 4) Board Check in:
 - a) Tina is meeting with neighbor and talking about exhibiting at new Felton library. Also wants to look into pop-up exhibits at hotels or other public spaces.
- 5) Board of Directors Agenda Items:
 - a) Safety, chair problem. Plastic chairs are dangerous. Chairs broke and people fell. Need to get rid of. Could rent if we need them. Want to clean out shed, get rid of sandbox and wall. Takes up too much room. Others wanted to keep. Could have a garage sale. Bea knows a place that takes donations of art supplies. Get the name from Bea.
 - b) Grant award: Next month review of finances. Talk about how to spend grants. Got a sustaining grant from the Cultural Council and Community Foundation. \$9,000 total. Have to do a report at the end of the grant period to tell what we did with them. Can use any way we want. Need to send them 4 free tickets to something.
 - c) Do the Human Race? We signed up. But we haven't done any fundraising. Haven't done any marketing on it. Have a list of donors. The idea is to ask friends and neighbors. Got \$1,000.00 the first time. Don't remember what we made last year. \$3,822.00 in 2017. \$1,260.00 in 2018. Walk is the same day as the Mother's Day sale. Tina moves that we pass this year, Noelle seconded. All in favor. We could do our own fundraiser. "A new coat" (of paint).
 - d) Request for fiscal sponsorship: Julia Huff, who helped redesign the Art Center's website several years ago, approached Susan with a request for a group of writers to partner with the Art Center in their pursuit of a grant to produce content for a podcast or radio show. The Board had no objection, so Susan will communicate to Julia Huff, and present more detailed information to the Board as it becomes available.
 - e) Redwood Mountain Fair participation weekend of June 1st and 2nd: SCMAC volunteers will staff the fishing booth this year in exchange for a donation from the VWC. More info will come later. Total for both was \$5,500.00. Don't know how much was the Fair, but it changes depending on how much the Fair makes.
 - f) Have generosity fund that we could use to reimburse David and Carl for their work on the tea workshop. Carl paid for everybody's materials fee. They would have to request the reimbursement. David says he doesn't want it. Asked David to thank Carl for setting up the workshop and all the work. Did we give him a lifetime membership? Check with Gretchen.
 - g) Old Business:
 - i) Facilities
 - (1) Evelyn presented a proposal bid to address the drainage problem in front of the building. The bid of

approximately \$3000 would include re-concreting the sidewalk to slope away from the building. Put French drain under slab. Replace all the concrete against the front of the building. Put a grate in front of the door. Labor \$2,200.00. Materials, \$1,000.00 to \$1,500.00. Do we need another estimate? Julie and Pierre talked to Susan. Susan will follow up to get a recommendation. Evelyn will ask Bob Hensley. Chris to look on Nextdoor. (Tried that and the contractor didn't respond.)

- (2) Brian Bellmore painting: pressure wash, scrape and remove, primer, 2 coats of exterior paint (front and sides) \$2,987.000. Can recommend somebody to repair windows. Can't do it until after July. Should get on the schedule for mid-August. Evelyn moved to do it, Noelle seconded. All in favor. Evelyn will ask about window work. If he doesn't have anybody, we can talk to North Glass.
- (3) Paul Eaton painting: pressure wash, scrape, paint and prime, one coat of body and eaves, 2 coats of trim. \$5,000.00.
- (4) Might be able to get another quote from somebody doing a project for Stephanie.
- (5) If we need to decide something between meetings, we can vote by email and pass it if unanimous.

6) Noelle moved to appoint Chris Finnie as board secretary. Tina seconded. All in favor.

7) Motion to adjourn made by Johanna, seconded by Frank at 7:42 p.m. Meeting adjourned.

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

Consent Agenda Items:

1) Chair Report:

- 3/14 Arts Associates Meeting
- 3/15 Reception to honor Lisa Alexander
- 3/15 Helped with Youth Art Reception
- 3/31 Helped with take-in and installation of new show
- 4/2 Some office duties

2) Chair/Committee Reports

a. Curatorial (Tina) –

1. We had a curatorial meeting on Sunday, March 17. The 2020 exhibit titles and dates were discussed, as well as many other topics.
2. We have a new Spring exhibit in the gallery entitled; Object Of My Desire. This exhibit will be in the Thomas Gallery April 3 – May 18, 2019.

b. Facilities (David, Evelyn)

c. Fundraising/Grants (Kathryn)

d. Ceramics (Noelle, David) –

1. We are happy to report that our Spring workshops have all been a great success! This week we started out with a full house for Muddy Mondays as clay enthusiasts have an opportunity to get their hands into mud! It is being facilitated by volunteers who give basic ceramic hand-building tips for all levels. Our Tuesday evening class is full and being guided by accomplished artist Heather Hillard. Folks are learning coil-building techniques as they create large seed pods. And the "Immersion in Tea" workshop delved into the art of crafting ceremonial tea bowls to the actual tea ritual itself. This three day event was instructed by Cliff Glover and Gerow Reese and culminated in the raku firing of each participant's handmade tea bowls of which were then used inside the extraordinary tea house built and assembled by Carl Christensen. All in all we are so pleased and proud to open the doors of our Center for such

positive ceramic experiences.

e. IT/Website/Graphics/Social Media (Johanna, David, Gretchen) –

1. Karen Asherah has joined the marketing team to help with Facebook posts as well as taking the photography of the gallery exhibits.

2. David has been tracking the effect of our weekly email messages on class bookings. His report says; Since the last email came out we saw some action from members on the Art Center website. In Google Analytics we saw a spike in number of page hits (about 10 more than average hits) on the day the email came out. And a jump in hits to the Bookeo pages on that same day. In terms of actual bookings we saw, for Heather's class, one booking the day this email came out and two more since then. For the Tea workshop we saw a response - one booking on March 20th.

3. Updates were made to the Gallery web page as well as the Home page

4. Worked with Youth Ed on ad for Summer Art Camp

f. Youth/Adult Education (Gretchen, Kathryn)

