



Board of Directors Meeting Minutes Monday May 13, 2019

Goals for 2019

- ✓ Complete building façade renovation
- ✓ Board Development and better delineate roles for other volunteers
- ✓ Improve relevant data collection and communication with membership

- 1) Call to order by Susan Archibald at 6:40 pm.

Roll Call: Board Members Attending: Susan Archibald (Chair), Karen Asherah, Frank Bauerle, Chris Finnie, David Kurtz, Evelyn Liesching, Noelle Lightbourne, Johanna McCormick.

Guests:

Absent: Tina Masciocchi, Elizabeth Payne

- 2) Motion to approve Consent Agenda and minutes from April made by Chris, seconded by Johanna, Vote: All in favor.

- 3) Board check-in:

- 4) Board of Directors Agenda Items:

- a. Treasurer report on financials and budget to date (Frank Bauerle) Working with Gretchen to learn the reports. Also working on interoperability. That will work better when we upgrade the software. Yvonne has said she's willing to talk to Frank if he'd like it. Might be able to suggest savings as he goes through things. We're a little over budget on class expenses. But income is also up. It might even up over the year. It's different from projections, but not a lot. Gretchen sent P&L for first quarter. (Sent April 30, send to board.) Income more than expenses. Nice donation for youth art at beginning of year. \$3,000. Private donation. Grants do not show up yet. Noelle asked about paying Heather for working during ceramic show. Make proposal next meeting. Might be from generosity fund. \$800?
- b. Review events, shows, and classes coming up in next quarter (Johanna McCormick). Starting marketing work on next show. Only have watercolor classes and art camp lined up for the summer. Art Camp is doing a lot of their own marketing. Mid July is Flower Power and annual membership meeting. Karen may interview artists and post to Facebook. 2-week lead time for calendar for Press Banner.
- c. Discussion of Co-Chair position (Evelyn Liesching has volunteered). Discuss committee chair positions eventually. Look at how we're managing. Val at the Art League wants to meet with us and talk about sharing some resources. Will start those discussions. Fundraising? Grants? Outreach to larger art community. Need to write up a description of the position.

Informal discussion before the meeting started:

- d. Talked about changing the time of the meeting.
- e. Talked about whether to ask Liz if she wants to continue on the board. Susan will contact her.
- f. Mark interested in board, but sick tonight
- g. Weather unstable for Ceram-A-Rama. Clean up 11-3 Tuesday. May need to scale down because of the weather. Need more help on Friday. Plan to be flexible.
- h. Put check request form in packet for teachers for workshops.

- 5) Old business:

- a. Front drainage problem update: Talked to Fenix. Job is too small for them. Other person never answered. Business through Nextdoor also never answered. Carl says County Public Works says it's our responsibility and no problems from them if we patch and improve it. Okay with us repairing. Have to contact Planning for permits. Planning says talk to Public Works. He has it in writing. Scheduled painting for August 2. Needs deposit of \$300. Chris moves to issue the deposit. David seconds. All in favor. Need to follow up on repairs to window. Meet Carl at 3:30 on Thursday.
- b. Management Issues for the Board discussion: Talked about rules for teachers. Not at this time.

Evelyn and Susan went to meeting in Watsonville with Pajaro Art Center. School district showcased progress they've made in the arts. Trying to get arts back in the school. We have a grant and have to put on a conference here as part of that.

Sign up for fishing booth at Redwood Mountain Faire. Almost all slots filled. They asked us to post something for them on our Facebook page.

Evelyn will be out for June meeting. Johanna gone next week and last 2 weeks of June. Frank will be out in June.

- 6) Motion to adjourn made by Johanna, second by David at 7:50 p.m.

Consent Agenda Items:

1) Chair Report:

- a. Tuesday office work while Office manager was gone.
- b. Paperwork complete to accept grants from the Community Foundation of Santa Cruz Co. and Arts Council of Santa Cruz.
- c. Attended Art League 100-year party
- d. Set up appointments for bids for concrete repair
- e. Attended Marketing meeting
- f. Docent tasks

2) Chair/Committee Reports

- a. Curatorial (Tina) –
Earth, Water, Air and Fire exhibit opening May 22.
 - b. Facilities (David, Evelyn) — Estimates for sidewalk work.
 - c. Fundraising/Grants (Kathryn)
 - d. Ceramics (Noelle, David) –
Ceram-A-Rama coming up this Saturday. Volunteer to help clean up, set up, or bring food.
 - e. IT/Website/Graphics/Social Media (Johanna, David, Gretchen) –
 1. Gretchen added to the website: Events listings:
 - Mothers Day Sale <https://www.mountainartcenter.org/mothers-day-sale-saturday-may-11/>
 - Ceram-A-rama <https://www.mountainartcenter.org/ceram-a-rama-2019/>
 - Opening Reception <https://www.mountainartcenter.org/opening-reception-for-earth-water-air-fire/>
 - News Listing: Grants received <https://www.mountainartcenter.org/scmac-receives-9000-in-grant-support-for-2019/>
 - Added Featured Artist Application page to main nav menu, under Gallery.
 - Updated Featured Artist link on Upcoming Exhibits page.
 - Added Judy Person and others to the instructors page. <https://www.mountainartcenter.org/category/instructor/>
- And I scheduled the following to go out via Mailchimp + FB & Twitter:
- 5/8 Mother's Day Sale
 - 5/13 Reminder of Take In for EWF
 - 5/15 Summer Art Camp
 - 5/17 Take down reminder to exhibit participants (not posting to social media)

- 5/27 Watercolor classes in June/July
 - 6/11 Call to Artists: Flower Power
2. Discussed an article for the Press Banner about summer camp
 3. Karen getting up to speed on social-media posts
 4. Discussed schedules for upcoming items, especially summer art camp:
 - Monthly mailer - Gretchen - in June & July mailing
 - Flyer - half page - Kathryn & Brenda - DONE
 - MailChimp message - Gretchen - need to schedule
 - Home page - Johanna - DONE
 - Facebook Kids - Kathryn & Brenda - DONE
 - Newspaper ad - Kathryn & Brenda - DONE
 - Newspaper calendar listing - Chris
 - Newspaper article - Chris
 - Ask Kathryn & Brenda about handouts, etc. at Ceram-A-Rama - they should contact Noelle or Tina - Johanna
- f. Treasurer's Report and Budget:
1. Checking: \$24,750.48 (as of 5/7)
 - \$617.15 restricted for SCCMP (museum partnership)
 - \$805 restricted for Generosity Fund
 - \$2714 restricted for Scholarship Fund
 - \$1500 restricted for Arts Now Grant
 - \$2000 restricted for Ceramics
 - \$5800 restricted for Building Façade renovation
 - \$11,314.33 available
 2. Money Market: \$50,268.85
 3. Exhibits brought in \$1064.88 in gallery sales for April; total gallery sales for 2019 are \$2355.92.
 4. Membership
 - This month: 6 renewals, 2 new members, \$420 collected, 217 on the mailing list.
 - Last month: 6 renewals, 2 new members, \$440 collected, 212 on the mailing list.
- g. Youth/Adult Education (Gretchen, Kathryn)