



Board of Directors Meeting Minutes  
Monday October 14, 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\_\_\_\_\_ at \_6:48\_\_\_\_\_ pm.
  - a) Roll Call: Board Members Attending: Susan Archibald (Chair), Karen Asherah, Frank Bauerle, Chris Finnie, David Kurtz, Evelyn Liesching, Noelle Lightbourne
  - b) Guests:
  - c) Absent: Tina Masciocchi, Johanna McCormick
- 2) Motion to approve Consent Agenda and minutes from September made by \_\_\_Chris\_\_\_\_\_, seconded by \_\_\_David\_\_\_\_\_. Vote: All in favor\_\_\_\_\_
- 3) Board check-in:

Board of Directors Agenda Items:

Review of and vote on the following:

Signage and facade details

A. Logo: Chris moves to vote on the triangle and the square, Frank seconds. All in favor. The final vote: The square with rounded corners wins unanimously. The total height and width of the sign should not exceed 40 inches.

B. We then voted to approve painted lettering for our name: 15" for Art Center (10 feet long), 6" for Santa Cruz Mountains, painted with a purple drop shadow (about 10 feet long). 30" tall for both lines.

C. Kiosk: Silver, accept the ones bid. David and Carl can install. Frank will hold the ladder.

D. Awning: Tabling for tonight. Burgundi from Sew Rose will email Chris a bid. She dropped off a sample of purple Sunbrella fabric and says she has a green color she thinks will match the brochure green "perfectly."

Evelyn will get another bid on the concrete from a new vendor.

Budget:

Third-quarter review and 2020 budget plan

Doing well, we do have expenses coming, though we've kept the costs down so far. Gearing up for 2020 budget. Looking at this year to date. Reviewed reports Frank put together and made suggestions for changes. Frank sent out revised budget proposals, based on discussion at the meeting.

Ideas for fundraisers if we need to replace equipment like wheels and kiln shelves. Could put some of our prudent reserve with the Community Foundation and make more interest. Discussed hiring some people to do some of the work we've been using volunteers for.

- 4) Motion to adjourn made by \_Chris, seconded by Frank\_\_\_\_\_ at \_\_8:20\_\_\_\_\_ p.m.

**Consent Agenda Items:**

**Chair Report:**

9/7 to 9/11 Helped with take-in of "All Fired Up" gallery show

9/14 Helped with reception

9/24 Hosted Non-Profit Roundtable

10/4 Meeting to discuss facade

Tuesdays met with office manager

Sat several docent shifts

## Chair/Committee Reports

### a) **Treasurer** (Frank) —

Checking: \$22,627.97 (as of 10/8)

\$617.15 restricted for SCCMP (museum partnership)

\$930 restricted for Generosity Fund

\$3060 restricted for Scholarship Fund

\$1500 restricted for Arts Now Grant

\$2000 restricted for Ceramics

\$2373 restricted for Building Façade renovation

\$12,147.82 available

Money Market: \$50,311.00

Exhibits brought in \$1665.40 in gallery sales for September; total gallery sales for 2019 are \$9307.39.

Membership —

i. This month: 3 renewals, 2 new members, \$245 collected, 222 on the mailing list.

ii. Last month: 4 renewals, 3 new members, \$315 collected, 224 on the mailing list.

### b) **Curatorial** (Tina) —

We are proud to announce that we will have our Open Studios artist, Molly McCarthy (October 5-6 and October 19-20) in our gallery during our exhibit, All Fired Up!

This exhibit will run through October 26.

Our next exhibit is our holiday exhibit; opening October 30. Home Is Where The Heart Is exhibit will be in the The Thomas Gallery from October 30- December 22 2019.

Our reception for this exhibit will be Friday, September 13.

### c) **Marketing** (Johanna) —

Added event post for Open Studios, hosting Molly McCarthy (e-blast goes out Wednesday)

<http://www.mountainartcenter.org/2019-open-studios/>

Added Holiday Maker Workshops to the nav menu <http://www.mountainartcenter.org/holiday-workshops/>

...and posted new workshop with Judy Person (e-blast goes out next week):

**PASS THE PEACE: CREATING HOLIDAY MINI-COLLAGES**

Sat. Nov 9, for adults/teens

Removed "Archived Newsletters" from nav menu.

### d) **Ceramics** (Noelle, David) —

The ceramics show has been a hit and Molly McCarthy's Open Studios is stunning, and has generated a lot of traffic.

### e) **Youth/Adult Education** (Gretchen, Kathryn) —

Education: Kathryn Pierno and Brenda Berg are coordinating a Haunted House at the Center on Halloween again this year.

Annual giftmaking workshop is scheduled for 12/1.

Youth Ed committee met on October 7 to plan winter teaching schedule. Anticipating Winter flyer will be complete by mid-October.

Kathryn is planning to meet with the new principal at Bonny Doon to discuss strategies for increasing enrollments. First Fall class at BDE was canceled when only 3 enrolled, second session will run with low enrollments for the sake of continuity.

Apparently, our class time was competing with girls' soccer practice this fall.

### f) **IT** (Johanna, David) —

The IT team met on 9/17 to discuss issues with the website. The main problem is that our WordPress theme is out of date and needs to be upgraded, with certain functions no longer being supported. While the upgrade is happening the team will also look at other problems with the website itself and try to resolve issues such as non-working pages and incompatibility with mobile devices. This process will be done "off line" so as not to interrupt current functions on the website.

The basic sitemap will remain intact — with some updates. The look and feel of the site will be updated to improve functionality. When we get the offline version ready, we will present it to the Board for review.

IT committee members: Julia Huff, Gretchen McPherson, David Kurtz, Johanna McCormick, Becca Goodman (with Susan Archibald sitting in)