



Board of Directors Meeting Agenda Monday January 12, 2020

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 6:34 pm.
 - a) Roll Call: Board members attending: Susan Archibald (Chair), Karen Asherah, Frank Bauerle, Chris Finnie, Rebecca Goodman, David Kurtz, Evelyn Liesching, Noelle Lightbourne, Tina Masciocchi, Johanna McCormick
 - b) Guests:
 - c) Absent:
- 2) Motion to approve Consent Agenda and minutes from November made by Karen, seconded by Tina. Vote: all in favor
- 3) Board check-in: Chris now sets off airport sensors.
- 4) Board of Directors agenda items:
 - a) Treasurer's report:

More donations than expected, also more grant money. Have a surplus for 2019, though there may be a few more expenses. Frank will check. One donation may need to be split into two years. Will bring us close to breaking even. Class income is higher. May still have a slight deficit in 2020 with the remaining facade renovation. Susan and Frank have been in touch with the Community Foundation and will meet with them about investing our prudent reserve. May earn more interest but want to minimize risk and maintain access to funds if we need it. Funds are not insured. Could split money. Minimum investment is \$25,000.
 - b) Update on facade: Starting sign today. Should be done within a week. Wants to lay out the letters after the sign is up. Noelle will send out an email when he comes for anybody who wants to come down. David suggested a post-mortem on the project. Give feedback on what worked well and what didn't, and make suggestions for future projects. Handed out form people can fill out and he'll do a report when he's gotten everything. David is concerned that the kiosks might not be waterproof. Might need a gasket or a little roof, or something. Discussed awning and voted on cover materials: 3 for canvas, 5 for vinyl. Chris will talk to Burgundy.
 - c) Concrete: Bid was only good for 60 days. \$5,385 for 40 square feet was what we did have. Other bid was for 400 square feet: \$6,970. Can change after 30 days. Update bids. Will choose one and proceed. Have voted money for improvements. Get on schedule.
 - d) Backyard tree: 1) Thin limbs 20-30 feet up. \$1,000 or \$1,400. 2) Top the tree or remove. \$1,000 to top and \$2,000 to remove. Look at it during the day. David will get one more bid. Want to make it safe. Get a bid to take it down to compare with Richards.
 - e) Report of marketing committee: Met last week and started spreadsheet to schedule and track projects. And updating social-media spreadsheet. Consolidating social-media accounts. Only keep ones we're using. Automate posts. Updating website. Will meet on that on 27th. Might meet with other departments to discuss needs. Event Tsunami could help schedule for events. Gretchen's brother will let us use it for free. Gretchen fixed some stuff on the site.
 - f) Tina and Susan went to Art Council training about changes to employment law. May apply to Gretchen and teachers. May need to pay workman's compensation and payroll taxes. Art League may hire a lawyer so everybody can ask questions.

- g)
- h) Goals for coming year. Noelle wants to bring music and singing. Some people want to use the facility. Like rent the classroom. Are there insurance issues? Develop more classes and teachers. Critique group meets here Monday morning. They're members. Not paying, but brings people in. Loss and grief craft group. Do we have rules of use? Have an application if people want to rent the center. Never have. Classes have to go through center. Got a donation of brushes. Could raffle at membership meeting.
- 5) Motion to adjourn made by Noelle, Johanna seconded. All in favor. _____ at ___7:55_____ p.m.

Consent Agenda Items:

Chair Report:

11/14 Arts Associates meeting on board development
11/18 Arts Now meeting at Art Council
11/26 Non-Profit Roundtable
12/07 Sale day
12/23 Last day of show, pick up artwork
Tuesday weekly meetings with office manager
Met with tree specialist to request bid for tree trim or removal

Chair/Committee Reports

a) **Treasurer** (Frank) —

Checking: \$27,907.71 (as of 1/7)
\$617.15 restricted for SCCMP (museum partnership)
\$980 restricted for Generosity Fund
\$1656 restricted for Scholarship Fund
\$2847 restricted for Arts Now grant
\$2000 restricted for ceramics
\$502 restricted for building façade renovation
\$19,305.56 available

Money market: \$50,336.10

Exhibits brought in \$5525.48 in gallery sales for December; total gallery sales for 2019 are \$18,453.69.

Membership:

This month: 9 renewals, 4 new members, \$625 collected, 221 on the mailing list.

Last month: 10 renewals, 4 new members, \$690 collected, 222 on the mailing list.

b) **Curatorial** (Tina) —

We have the annual judged exhibit opening on January 22, 2020 in the Thomas Gallery entitled "Wild Things." This exhibit will be in the gallery from January 22 to March 14, 2020.

c) **Marketing** (Johanna) —

On 1/7, Gretchen scheduled 2 e-blasts in Mailchimp (with auto-posts to Facebook, Twitter, and Instagram) for:

- 1/8 - Upcoming ceramics classes including Be In Touch, Mud Slinging, Makin' It Tall and Immersion in Tea
- 1/15 - Take-in reminder for Wild Things
- She added a new ceramics class to Bookeo: Immersion in Tea with Cliff Glover 4/18, 19, 25
- She dug into Bookeo's settings and fixed the way classes look on the website on mobile devices! Hopefully this works better. Check it out and let her know. (Thanks for showing that to her, Karen!)
- She also figured out how to make changes to the embedded calendars on the website, making the width 100%, so that should also work better now.
- And... she fixed the columns on the homepage from the backend of WordPress, so Johanna can edit them again. (I had to recreate the columns using blocks instead of shortcodes.) The images came out a weird size which I can't seem to change. Maybe Becca can look into that?

d) **Ceramics** (Noelle, David) –

The first day of 2020 our big Skutt got her coils replaced thanks to David K. and Carl C. Bravo guys! Great job!

The ceramic classes for Feb. are beginning to fill. Chris F. and Laurel G. will be guiding the wheel classes. Jen H. will be teaching her "Making it Big" class and by popular demand a glazing class will be taught by Linda Levy in March. Cliff Glover from Mendocino will be repeating his "Tea Bowl" workshop in April and Muddy Mondays will return in spring when the weather is warmer.

Our Tech Team has been holding up the fort with the various tasks around the studio and now we are delighted to welcome our new intern Cezar Cozianu. He is a third-year student at UCSC who will be receiving credits by helping in our studio. We are looking forward to him joining our team and having a creative New Year!

e) **Youth/Adult Education** (Gretchen, Kathryn) –

f) **IT** (Johanna, David) –