



Board of Directors Meeting Minutes Monday August 10, 2020

Goals for 2020

- ✓ 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 __6:35__ pm.
 - a) Roll Call: Board members attending: Susan Archibald (Chair), Karen Asherah, Frank Bauerle, Chris Finnie, David Kurtz, Noelle Lightbourne, Tina Masciocchi
 - b) Guests:
 - c) Absent: Johanna Evelyn Liesching, McCormick; Rebecca Goodman, resigned
- 2) Motion to approve minutes from July made by __Tina__, seconded by __David__. Vote: __All in favor__
- 3) Board check-in:
- 4) Board of Directors agenda items:

Discussion about needs for website WordPress update and our very slow computer issues

David to look at used computers, Karen and Chris will help put up awning if David can put it up. Karen will take new photos of the facade. Reported on progress with WordPress estimate from Laura. Waiting for information from Gretchen on WooCommerce plug-in. Reviewed online sales options Laura sent. Board wants to wait for bid for all the options. Get feedback from members and see if there are enough interested. Otherwise it seems like it's more trouble than it's worth. Can plan to do sidewalk sales over the holiday. Find out who would want to do that. Holiday exhibit starts beginning of November, through December 24.

Movement to make Gretchen an employee—Susan will handle with Gretchen. Reports to Susan and keeps a checklist of what she does.

Annual meeting: how to do it virtually: Susan working on a letter to members. Frank's Zoom account can host several hundred. Will send letter after this with information about what's going on. Will send by email. Work with Gretchen on setting up nominations and voting for board members. Could request link to join regular board meeting.

Rebecca Goodman submitted her letter of resignation from the Board of Directors. Chris moves to accept, Karen seconds, all in favor.

Additions to the agenda: Chris showed donated gift boxes.

Frank said there were outstanding checks for \$2,886 that had never been cashed. Gretchen has been contacting people to see if they need a new check because they're more than 6 months old. Or if they want to donate it to the Art Center. Almost \$1,000 has been donated. And they've issued some new checks. Have sent out 10 so far (\$475). This affects our taxes. Still over \$900 outstanding.

Frank talked about the possibility of applying for PPP funding if there's another round. He'll check in to that if it happens. Talked about flood insurance: Talked about doing work to the property instead of paying so much for insurance. Can't really afford sidewalk repairs right now. Need to look for new insurance.

Gretchen still working on refunds and credits to students.

Sold 2 paintings from show and gallery window.
- 6) **Consent Agenda Items:**
 - Chair report:
 - Zoom meetings with Office Manager
 - Email discussions over the flood insurance policy
 - Attended Zoom Arts Associate meeting 7/23/20

Chair/Committee Reports

- a) **Treasurer** (Frank) —
Checking: \$11,897.87 (as of 8/5)

\$617.15 restricted for SCCMP (museum partnership grant from Community Foundation, maybe 10 years ago)
\$101.75 restricted for Generosity Fund
\$1685.00 restricted for Scholarship Fund
\$1537.92 restricted for Arts Now Grant
\$2000 restricted for Ceramics
\$5956.05 available

Money Market: \$5,366.14, CD: \$40,000.00, Frank moved some money to checking from this account to pay bills.

Exhibits brought in \$20 in gallery sales for July; total gallery sales for 2020 are \$1503.28.

Membership –

This month: 4 renewals, 0 new members, \$220 collected, ??? on the mailing list.

Last month: 8 renewals, 0 new members, \$380 collected, 219 on the mailing list.

b) **Marketing/publicity** (Johanna) –

Marketing team met several times (via Zoom).

Gretchen worked on a survey for feedback from participants in our first virtual gallery show. Bela gave the committee tips on how she got the most hits in the show.

Talked about ways to communicate with members, plus other organizations and arts businesses to promote events and shows.

Ideas to develop: Bring back artist pages for members. Would require new plug-in for user-generated posts. Would take a little development. Ask for donations to support member artists and the organization. Could add past gallery shows. 5 pieces, bio, link to their website if they have one. Online store. Premium plug-in \$79/year. Would be similar to Etsy where artist puts in items, artist is notified and send it out. Plug-in tracks commissions and handles payment. But artists have to pack and ship. Can specify when to pay the artist.

Need new picture of building. Karen has agreed to take one. Ask David to put up awning first.

Look at governor's order and see whether we can have outdoor sales. Discuss at board meeting.

c) **Ceramics** (Noelle) –

As we are entering a closure that may be longer than expected, we decided it was better to sell the clay we have stored outside. A notice went out to our regular ceramic members and the clay was priced only slightly above what we had paid to let it go quickly.

The sale went well, with everyone who purchased it following social distancing rules and wearing masks. They were each given a time to pick it up, so there was never a crowd and they were instructed to have their checks prepared. Everyone was happy with their purchases. This has allowed us to off-load most of our surplus. We still have a remainder of clay from our most recent purchase to save in the wheel room at a more constant temperature.

Our small borrowed kiln had to be returned to the owner so we now are looking for a used kiln of a more convenient size to fill its place. This way we can get pieces out faster to keep students satisfied.

We are looking forward to creating a system of firing for folks who have been asking for it. This way we can "keep the fires burning" for our ceramic center.

d) **Curatorial** (Tina) –

We had a curatorial Zoom meeting on July 27.

Among the topics discussed were:

Our virtual exhibits; and the possibly of two (or more) outside "pop up" set up for our Holiday exhibit (Nov./ Dec.) To be addressed at the board meeting.

We also discussed the 2021 exhibits calendar and themes.

7) Motion to adjourn made by __Karen, Tina seconded____ at __7:52____ p.m.