

Art Alliance Of Idyllwild Board Meeting

Date: Saturday, August 22, 2015

Purpose of Meeting: General Board Meeting **Location:** Idyllwild Library

Members present:

Board Member	Present?	Board Member	Present?
Shanna Robb	yes	Cate	yes
Byron Ely	yes	Darcy Gerdes	yes
Erin O'Neill	no	Gerry High	yes
Veda Roubideaux	yes	Terryann Halloran	yes
Del Marcussen	no	Peter Szabadi	yes
Beth Severance	yes		

Notes transcribed by: Veda Roubideaux and Shanna Robb

Quorum Met yes 9 present

Other Present: none

Meeting called to order at 12 noon by Shanna Robb, President of Art Alliance of Idyllwild.

Approval of minutes: July 25 2015, board meeting notes were approved via e-mail.
Vote: 10 in favor, 0 opposed, 1 abstain

Shanna opened the meeting by acknowledging and welcoming Beth Severance as new Hospitality Chair. Vote was completed during Executive Meeting on July 25, 2015.

Art Walk & Wine Tasting Update

Byron handed out summary of Art Walk and Wine Tasting (see attached). Event was opened three weeks ago and much has happened during that time, including creating tracking sheets to make it easier for the future. Are receiving a lot of exposure in media and online ticket sales are tracking significantly higher than 2014 with 132 tickets sold YTD vs 5 last year. Peter said he has a contact at Desert Sun and would like copy of the Press Release.

Excluding Friday Prep, because split shifts were allowed in the past, over 100 volunteers are needed for the 3 hour event, with 20 openings still vacant. This is a challenge and needs to be revisited for next year. Actively working with smARTS and the Associates to fill spots. Will have shuttles running to three locations during event from 10am-5:3pm this year, so am looking for a sponsor to offset cost. Paperwork going to sheriff this next week.

Terryann and Gerry putting together list of items for gift bag (a.k.a. swag bag) for the wineries. List will be presented by September 1st and will include custom wine coaster, mugs, etc.

Action: Board to continue looking for volunteers and to send idea for swag bag to Terryann and Gerry. Terryann and Gerry to submit list and budget by September 1st.

Facebook Update

Darcy presented update on FaceBook statistics (see attached). She has been working with Melody Johnston from Middle Ridge, who has been a key teacher and partner to Darcy. The feedback and likes has increased, which indicates that those connected like the change in style and messages being posted.

Kiosks

Shanna passed out a signup sheet for the ICC Kiosk that is setup in the middle of town. A collaborative project orchestrated by the ICC, the goal is to help raise money for the ICC and allow us to promote events in Idyllwild.

Technology Questionnaire

Cate presented a brief overview of a computer App she has been testing for sharing documents. There is an investment of approximately \$15 a month. Before researching further and proposing the investment, Cate wanted to make sure that the board members would utilize it. A short technology questionnaire was handed out to all present.

Action: Cate to provide update or recommendation at next board meeting for vote.

Membership Update

Erin is on vacation so Darcy presented update on Membership (see attached). The update included stats from the AAI Website. Darcy shared that we have 33 new members in the last 30 days with a total of 272 active members.

There was a brief discussion of a possible "Starving Artist" payment plan of \$20 over 3 months for artists unable to pay upfront for their membership. Exchange of volunteer hours, ability to track payments, when their account would go live, etc. were briefly discussed. Because many specifics had not been put in concrete the discussion was tabled.

Action: Membership team, led by Erin, to research and define memberships along with benefits for all levels. Board to vote once presented.

Mug Order

Veda shared that the mug order had been received. A tracking form was designed by Shanna which will show when we break even. Mimi at Mile High has been leading the retail sales for the mugs. Gerry said that Artspresso would like some more mugs to sell in their gallery.

Action: Veda to track mug sales, including getting mugs to Gerry. Shanna to produce invoices for wholesale and forward to Veda.

Tracking Average Monthly Hours

Per last meeting, our Enrolled Agent is requesting that we track monthly average volunteer hours as a board. Veda created form, which will be handed out at every board meeting. Cate brought to our attention that we have officially been a board for 99 days. We have successfully orchestrated three events during that time period and opened the Art Walk and Wine Tasting.

Treasurer Report

Del's treasurer report had been emailed out to the directors previously (see attached). The idea of additional security provided by proposed company for handling our credit card transactions was liked overall. It was agreed that, if the board voted to change credit card processing companies and nothing else changed, that the change over to a new company wouldn't happen until 2016.

Action: Board members to further review proposal by Del and contact her direct with questions. Voting on motion to proceed was tabled until September meeting.

Bulk Mail Permit

Shanna shared that we pay \$250 a year for a bulk mail permit as a non-profit. It is believed that the only time it is used is for the event mailing, art walk, and possibly the Eye of the Artist event. The post office shared that the previous board also allowed some other organizations to use our permit. Question was asked about how much we actually save each year by having the permit.

Action: Shanna to contact post office to figure actual savings for having \$250 cost.

Kathy Harmon-Luber from the ICF has also asked for permission to use the AAI's bulk mail permit, which had been authorized in the past by Gary Kuscher. If it is legal to allow them to use permit, the board agreed that it would be a nice offer. In exchange, however, the ICF would be asked to provide volunteers to fill vacant slots for the Art Walk and Wine Tasting.

Action: Shanna to communicate with ICF.

Board Bios

Bio and picture for Beth is needed for AAI website. Any board member wishing to change bio can do so.

Action: Beth to forward picture and bio to both Shanna for website and Darcy for Facebook.

2015 and 2016 Calendar

Outstanding 2015 events include a September event to replace the Treasurers Weekend that was canceled, tree lighting booth, Winter Solstice, and Appreciation Dinner. The Volunteer Appreciation had previously been moved from September to early 2016, since we are busy preparing for the Art Walk and don't know who volunteered prior to April 2015. Date for appreciation dinner for Platinum and Gold Members to be changed to January 2016. With holidays in December, date and format of appreciation dinner to possibly be changed.

Terryann and Gerry offered to lead Winter Solstice communication with Buzz Holmes of the Master Chorale. September will be a Member Mingle led by Beth.

Action: Future 2016 Calendar ideas to be discussed in next upcoming meetings and finalized by November (e.g. Plein Air, Jazz Art Booth, Studio Tour, etc.).

Motion: by Shanna 2nd by Byron to postpone Appreciation Dinner until January 2016

Vote: 9 in favor, 0 opposed, 0 abstain – MOTION PASSED

Member Mingle Update

The August Member Mingle at La Casita was a success with 51 attendees. A total of \$280 was collected and given to La Casita. Beth has 10 restaurants that are interested in hosting events, which has zero financial impact on the AAI and she has two new member volunteers for her Hospitality Team. Beth would like to have a member mingle once a month on a weekday around the 3rd week, excluding November and December. Bake Shop and Brew are interested in hosting September Mingle.

The strategy for the Member Mingles is to inspire members to be part of the community and the organization. There was discussion about having mingles in November and December, as there are many singles during the holiday that don't have family local. There was also discussion about the value of having them once a month. Without knowing or having the 2016 calendar in place, it was agreed to table the conversation about future mingles past September and October of 2015 until after the Art Walk.

Motion: by Shanna 2nd by Peter to schedule Member Mingle for September and late October with revisiting November and December after the Art Walk.

Vote: 9 in favor, 0 opposed, 0 abstain – MOTION PASSED

Action: Beth to coordinate date and location for both September Mingle, which will be only event in September, and late October Mingle. Also to track number of members gained through having Member Mingles.

Public Art Update

Peter has been in communication with Rick Foster of the Rotary and the sign company. They could not find any record of prior board ordering signs for the monument. The rotary has tightened some of the loose boards on the monument and in the Fall will put protective coating on the monument. If people continue to climb the monument, the next option is to remove the two lower steps and put a barrier around the monument that still allows pictures to be taken.

Action: Shanna to forward sign wording to Peter who will research signs in metal versus plastic. Peter to communicate with Rotary about paying for signs and Idyllwild Inn about the AAI being an additional insured.

Peter also sent out a detailed preliminary proposal for a mural project that would be a collaboration with the new brewery owned by David Butterfield. Many details were discussed, including question of the AAI's role in project. The proposed timeline of November 2015 was deemed not doable. Peter to continue leading communication. While he is out-of-the-country, Darcy Gerdes and Gerry High will step in. The consensus was that the role of the AAI will be as a consultant.

Action: Peter to introduce Darcy and Gerry via email, thus allowing them to step in while he is gone. Peter to share that proposed timeline is not possible. Future update to be provided after Art Walk. Darcy and Gerry to take preliminary look at location.

Banner project is getting ready for changing of the banners. Shanna has sent email to Noah Whitney and will be leading. Terryann unable to assist with project at this time, but will co-chair other events.

Document Review

Peter has given consultant approval to proceed with ensuring all documents are in place and accurate with IRS, Board of Equalization, and Attorney General.

Action: Peter to follow-up.

Other

Terryann would like to turn storage over to Veda and Beth. She would also like to be the Volunteer Chair for future events.

Action: Terryann to give storage unit key back to Shanna, Veda, or Beth.

Darcy shared that Dave Robb put a fresh coat of clear varnish on six deer including 5 at the Historical Society and Kathy's deer at BBVA. She will oversee future maintenance needs of all deer sculptures.

Dave has been in communication with the Associates and with Idyllwild Arts. He has a meeting scheduled with the head of the arts department at Idyllwild Arts to discuss student memberships that have already been sponsored. Also looking into writing scholarships up for the \$2500 and \$500 that were donated previously.

Action: Dave to provide update at September meeting.

Byron has found a bulletin board that he would like to propose for outside the Post Office.

Action: Byron to forward to Shanna who in turn will do formal introduction with owners of the Post Office Building via email.

Meeting adjourned at 2:05 pm by Shanna