

## Art Alliance Of Idyllwild Board Meeting

**Date:** Sept 19, 2015

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

**Members present:**

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

**Notes transcribed by:** Veda Roubideaux

**Quorum Met?** Yes 6

**Other Present:** None

---

Meeting called to order at 11:00am by Shanna President of AAI.

**Approval of minutes:** Approved August 22<sup>nd</sup> Meeting notes via e-mail. Minutes posted on AAI Website. Vote: 10 in favor, 0 opposed, 1 abstained - POSTED ON WEBSITE

### Art Walk and Wine Tasting

Shanna gave an update on the progress of the 2015 Art Walk and Wine Tasting. A handout was emailed to entire board and will be posted on AAI website. As of 9/15/15, 333 tickets have been sold online totaling \$8,135 in proceeds YTD. This is 260 tickets ahead of 2014 for the same time period. Planning for the logistics of the event are moving forward with over 100 volunteers in place to help. Food service and security volunteers are in place. Still have two openings for volunteers at AAI Central. Gerry High to offer a volunteer for one of the spots. Liquor Licenses have been delivered to ABC, glasses received, and shuttles secured.

A lot of the excitement surrounding the event is due to the emphasis on the event being an all day "experience" with Art Hot Spots versus simply just a 3-hour "event". FaceBook exposure is also playing a key part in the advertising with additional print advertising and articles. Impact of recent Palms to Pines magazine unknown, as it just was distributed. Winery gift bags being led by Terryann and Gerry with donations from Higher Grounds (coffee) and Artspresso (painted rock). Terryann and Gerry to deliver 12 gift bags to inns on October 9<sup>th</sup> per list sent to them by Shanna. They are to give Shanna the remaining 6 bags no later than October 1<sup>st</sup>.

The ABC has informed Shanna that they will have plain clothed personnel on the hill for the wine walk. We should be vigilant to make sure all rules are being followed. A security meeting

is being led by Barbara Kinoshita, volunteer security lead, who will help ensure that volunteers understand the importance of their roles that day.

**Action:** Gerry High to forward Shanna name of a volunteer for the event. Also work with Terryann to get Shanna six of the eighteen gift bags by October 1<sup>st</sup>.

**Action:** Shanna to send out donation receipt to Artespresso and Mimi Lamp for donations to Swag Bag for Wineries after receipt of gift bags.

**Action:** Veda to deliver mugs to Artespresso.

### **Art and Wine Walk Mailing**

With 8% of the recent post cards being returned at a cost of .49 each, we need to reconsider the cost of the Bulk Mail permit (\$250), cost of the mailing, cost of returned cards and decide if it is indeed effective in relation to the cost. Diamond Valley Arts Council and DAC, for instance, do not do any mailings. They only do print advertising, email communication, social media, etc. The question posed is whether we should continue to use Postal Mailings or rely on other means of advertising that may be a better use of the organization's advertising budget.

**Action:** Table decision until next board meeting.

### **Bulletin Board at Post Office Building**

Building owners have been contacted and met with Dave Robb to look at location of bulletin board at post office. An agreement has been sent that Byron is reviewing. Dave to locate outdoor bulletin board that will be used for AAI event information and promotional purposes only.

**Action:** Byron to give sign and fax agreement back to owners.

**Action:** Dave to find outdoor bulletin board and install.

### **Scholarship Report**

Shanna distributed and discussed comprehensive report about scholarships created by Dave Robb, volunteer scholarship chair. The report, which will be posted on the AAI website, goes over goals, categories, and recommendations for continuing with the ways we have been giving funds for scholarships (smArts and Associates) along with some new ways we can expand the help fund scholarships for students interested in the arts. Dave is looking at involving high school Idyllwild kids going to school in Hemet and graduating students going on to study art along with Idyllwild homeschooled high school aged kids.

It is also understood that we need to have an accounting of funds given to the different groups. AAI needs be able to specify how funds are being used. Dave will continue to update and has more meetings scheduled.

### **Member' Mingle**

Beth shared that 30 guests attended the September mingle at Bake and Brew. It was brought up that people who sign up but do not attend have a negative impact on the host restaurant. Walk-in attendees, depending on the restaurant menu, can also cause difficulty for the restaurant who is planning food for a certain number of people. The good news is that guests are enjoying themselves and we had two new members and one renewal at the September Member Mingle.

Our next Member Mingle, which will be the last mingle in 2015, will be hosted by Café Aroma. The event registration is open and includes a non-alcoholic drink. Alcohol and specialty coffee drinks will be available for an additional cost about the \$5 contribution by members and \$10

contribution by guests of members. Discussion about whether attendees may expect a drink to be included in their \$5 contribution was discussed. Auto reply to those who sign up and also information on website clearly state what is included with contribution, so guests should be prepared to purchase own drinks during this particular mingle.

**Action:** Shanna will work on wording for the Web site to help people know they must sign up in advance and add a cancelation date.

**Action:** Peter to ask Aroma if it is possible to discount the wine as opposed to it being free during the October Member Mingle.

### **New Note Cards**

Shanna showed the new AAI note card to be used for Thank You communications. Veda will put them in storage and give Beth some to use for Hospitality.

### **Brew Pub Mural**

Peter had a number of discussions with Don Putt, representative for the mural project proposed for the brew pub. After better understanding the cost involved in such a project, Don advised Peter that they were talking a different angle on the project.

### **Monument**

Peter met with David Roy, artist of the Town Monument, after David had left messages on the AAI cell phone. David presented his ideas and concerns for the monument and Peter cleared some misconceptions that Mr. Roy had about the AAI. Peter asked David Roy for a written proposal showing what ideas he had for keeping people from climbing on the monument, signage, and confirmation that his services and material would be provided at no cost. Peter also explained our concern about vandalism of the proposed bench placement and David Roy said he would find another location to have it installed.

During the week of September 14<sup>th</sup>, Peter was surprised to find that David Roy was installing a barrier on the monument without any input or authorization. Both Peter and Shanna spoke to David, as the written proposal had not been received. While the board appreciates the work being done by David Roy, it is to be noted that the work was done without prior authorization or signoff. As of this date, while David Roy said he had sent his proposal to a 3<sup>rd</sup> party to be typed up and mailed, the AAI Board has not received any documentation.

### **Verification of Documentation**

The consultant that was asked to verify that all paperwork is in order for the AAI has not returned Peter's email. We also received a letter from the Secretary of State about getting our Statement of Information submitted for the AAI

**Action:** Peter will follow-up with the consultant and will also go online to complete the Status of Statement of Information for the State.

**Action:** Shanna will give our corporate number to Peter.

### **Banner Project**

The next change of the banners will be for the upcoming Film Festival. They have already paid for the hanging of their banners.

### **Bylaws**

Patrick Barry, AAI Artist who was a director for the Peace Corp, offered to work on the new bylaws with Dave Robb, Peter, and Erin. Darcy would also like to be involved in the bylaw review. Goal is to have bylaws completed, presented, approved, and filed with the Attorney General by December 2015.

**Action:** Shanna will deliver packet to Erin and Darcy. Will also resend contact information to Peter via email.

### **Gallery Update**

Gerry informed the Board that the Galleries wish to have a Gallery round table. No time was set for such a meeting, but wouldn't happen until after the Art Walk.

**Action:** Gerry to contact Byron to coordinate round table for Galleries after Art Walk.

Lee Putman who is a new Artist Member and owner of a new photography gallery in the Village Center is interested in representing other photographers.

**Action:** Gerry to meet with Lee and show him how he can search for photographers and reach out to them via email using the AAI System.

### **Advertising**

The upcoming advertisement for the Explore Idyllwild, which was designed by Janet McAlpine, was shown to the board. This runs for 6 months. It was agreed that future advertisements should focus on upcoming events and galleries. Because we do not have 2016 events in place, this time the ad is focusing on our mission and on the galleries.

Palms to Pines magazine's latest edition has many pages devoted to Idyllwild art events and artist. Town Crier to do article this week in addition to Inland Empire and several other smaller media contacts.

**Action:** Peter to continue working with Daily Sun and will contact the Chochella Valley paper.

### **New Logo**

Everyone is in agreement that our current logo and colors do not represent an art organization. Discussion of whether we should contact Idyllwild Arts for a possible design competition was discussed. Janet Alpine, who has been a graphic artist, has been asked to put forward a proposal for her cost of a design and assistance in branding our look. Would also want to send out notice to our membership, as there may be others with a background in Graphic Design. Before proceeding, however, need to understand perimeters to ensure design is formatted for multiple use and that the AAI owns the design.

**Action:** All board members to reach out to those they know that have graphic design background and determine format and logistics for ownership of the artwork. .

### **2016 Events**

At the upcoming October 24<sup>th</sup> meeting we need to focus on 2016 events. Each board member is asked to choose an event to lead. Shanna made it clear that she will not continue to lead all events, but will be available to provide guidance. Veda has created an event packet with samples and all events will require a written proposal. During the October 24<sup>th</sup> meeting, the board member who proposes an event that looks promising will then be required to prepare a written proposal based on sample in Event Packet provided by Veda. Final decision on 2016 events would be voted on during November meeting.

**Action:** Board is to bring one or more ideas for 2016 to the October 24<sup>th</sup> meeting.

### **Box Proposal**

Cate sent proposal to entire board via email about the Box Ap, but only received 2-3 replies. Cate does not want to be one of the co-administrators. Due to lack of response and no one stepping up to be the administrator, the question is whether the monthly investment is warranted.

**Action:** Proposal by Cate to be revisited and voted on during October 24<sup>th</sup> meeting.

### **Treasurer Report**

Del emailed her Treasurer Report to the board that will be posted on the AAI website. It was noted that we received quarterly payment from Middle Ridge Winery for sales of Deer Sighting wine. The BBVA program is also a great program, which should be promoted. Del and Shanna will be creating a working budget for 2016 once the 2016 event proposals are received. The 990 will also be posted on the AAI website once it is posted on the internet by the Attorney General.

**Action:** Del will send out passwords and sign-in information for V-West to board members.

### **Membership**

Erin emailed her Membership Report to the board that will be posted on the AAI website. It was noted that we now have 274 active members, which is 74 more than in July, and that lapsed members are being contacted by personal phone calls or emails. It was noted that the levels of membership need to be reviewed. Shanna also said that the number of contacts versus membership has also significantly increased, which is a sign that people want to stay connected to the AAI.

**Action:** Membership committee, led by Erin, to present written recommendations for communicating with new members, lapsed members, and membership benefit/levels at upcoming October 24<sup>th</sup> meeting.

### **Facebook**

Darcy handed out a summary of FaceBook activity that will be posted on the AAI website, We have had an increase in all aspects of activities. Facebook is a great way to advertise and connect with people.

**Action:** Darcy to create proposal for FaceBook costs for the 2016 working budget.

### **Winter Solstice**

Gerry and Terryann are leading this event and are to meet with Buzz Holmes. Shanna has sent them all documentation from last year and offered to answer any questions. Veda gave Gerry event packet to help them create the event.

**Action:** Gerry and Terryann will meet with Buzz and email out a written proposal before our October 24<sup>th</sup> meeting. Format of proposal to be similar to sample provided in packet and via email.

### **Web Site**

Shanna met with a DAC representative to discuss Wild Apricot, which is the website system both organizations use. After the Art Walk and once a new AAI Logo is created, she would like to have the website "cloned" so that the look and colors on the homepage of the website can be changed. With recent upgrades by Wild Apricot, automatic emails to members are not working well with the current black background color. This would be one of the proposed changes. Also would like to remove the resignation letter of previous board from website.

**Action:** Shanna to delete resignation letters of previous board and schedule to work on website look after the Art Walk.

### **Other/Misc**

**The Soroptimist** asked us to donate four deer mugs for one of their raffle baskets. They will include us in advertising.

**Motion:** Donate four deer mugs in exchange for advertising motioned by Shanna and seconded by Gerry

**Vote:** 6 Yes 0 No 0 Abstain – MOTION PASSED

**Action:** Shanna to deliver to Soroptimist. Veda to add to "gifted" section of mug tracking form.

**Storage** lock has been changed because Terryann informed Shanna that she had lost her key. Beth, Veda, and Shanna now have keys to the storage unit. Beth working with Florist in the Forest to purchase the vases that were in storage when handed over to us in May. Beth has also left several messages with Rick Foster regarding the payment for the beer taken several months back by the Rotary. As of this date, she has not received payment.

**Action:** Beth to try one more time to get payment for beer from Rotary.

Craig Coppersmith asked us to replace two **pop up tents** that are in disrepair from those that the AAI has used over the years.

**Motion:** Proceed with approving \$170 towards purchasing two easy-up tents to be stored by Craig Coppersmith motioned by Shanna and seconded by Peter

**Vote:** 6 Yes 0 No 0 Abstain – MOTION PASSED

**Action:** Darcy to research price and coordinate purchasing. .

Meeting on October 3<sup>rd</sup> is for Art Walk and Wine Tasting only. Next official board meeting is October 24<sup>th</sup>.

Meeting adjourned at 1:00 pm by Shanna