

ART ALLIANCE OF IDYLLWILD
2017 ANNUAL MEMBERSHIP MEETING

Community Church Idyllwild

Meeting Minutes

March 3, 2017

I. Call to order

President of the board, Zack Steinhaus, called to order the Annual Membership meeting of the Art Alliance of Idyllwild at 5:30.

II. Members Present

Board Members: Zack Steinhaus, Judy Hoyt, Shanna Robb, Martha Lumia, Rob Padilla, Peter Szabadi, Jacque Swerdfeger

Art Alliance Members: Anne Bleaden, Scott Bump, Dana Conklin, Aaron De Marco, Larry Fina, Darcy Gerdes, Roberta & Gary Glasheen, Edwin Hansen, Karen Johnston, Barbara & Ted Kinoshita, Elaine Moore, Dave Robb, Lynn Ryan, James Wise, Joy Woodman.

III. Approval of minutes from last meeting

The minutes of General Board Meeting on 2/25/17 were approved via email and posted on AAI website.

IV. Handouts

- Agenda
- EVENTS- 2017 planned vs 2016 actual (A revised version sent by email and posted on website.)
- Treasurer Report Final 2016 by Shanna Robb
- 2016 Financial Snapshot by Shanna Robb (Also sent by email and posted on website.)

V. Agenda

WELCOME: Zack stated the Meetings Objectives: Inform group of what what's been done in the past; present new plans; and introduce Board members and others present (including their specialties, length of membership.)

MEMBERSHIP

Jacque & Martha : Currently there are 299 members, 153 are artist members, 25 gallery & hot spot members. They stated that only 5% volunteer which is an important for discussion:GOAL: HOW TO INCREASE VOLUNTEER PARTICIPATION.

COMMUNICATION

Martha & Jacque discussed the importance of communication, specifically the website, newsletters and the opportunities for members especially the very powerful tool of Member Profiles and how it's a free service of the website, a way for members to virtually have their own website. All stressed the need for more interaction and participation. Zack stated that there we only 16 members present...what happened to the rest?? It was suggested that 5:30 on a Friday night was probably not the optimum timing for a meeting esp. for those off the Hill.

GALERIES & HOT SPOTS

Rob spoke of the Galleries & Hot Spots: Importance of letting the rest of the world know we are an "Art Destination." Currently: Fern Valley Emporium, Café Aroma, Clay Works, Middle Ridge, Higher Grounds, Spruce Moose, Courtyard Gallery, Art in Spirit, Bake n' Brew. Other galleries have "taken a break."

2017 CALENDER OF EVENTS

Shanna presented the 2017 Calendar of Events and stated that "we are only as good as our membership. 3 Categories of Events: Social, Educational & Art Events and again stressed the need for volunteers. Judy outlined plans for the Plein Air Event June 10, which she and Shanna will chair. We will seek sponsors for the 3-day event.

BREAKOUT SESSION

Members gathered at three tables to answer & discuss written questions: Following are the response highlights of the questions:

- **Why you are attending this meeting and why others are not.**

Positives: want to hear what's planned, enjoy meeting other members, maybe have quarterly meetings that are *ENTERTAINING, INFORMATIVE AND FUN-more social!*. Target non-artist members. Perhaps have refreshments, more emails, demos or raffle! Send invites?

Negatives:

Friday evening not optimum time esp for those "off the Hill." Communication tends to be wordy> leading to "word exhaustion."

- **What events are you planning to participate in in 2017?**

Most answered with several events. Some indicated it would depend on work schedule and whatever they can

- **How to encourage greater participation.**

More emails, call system, waive hanging fee, WEBSITE VISUAL TOO MUCH TO NAVIGATE-FONT SIZE TOO SMALL. NOT USER FRIENDLY ESPECIALLY FROM IPHONES. Problems registering online.

**Judy Hoyt & Aaron de Marco volunteered to address the website issue with Wild Apricot.

- **How has the Board performed. Any complaints or suggestions?**

Great enthusiasm and organization.

- **Are we offering the right type of events?**

Yes, but would like more help with marketing...the business of art.

FINANCIALS

Shanna reviewed the 2016 Financials and handed out pie charts and graphs reviewing the Revenue & Expenses for 2016 and Operations breakdown as well as donations since 2009.

OVERVIEW: Goal is to gain greater membership participation in events.

President of the board, Zack Steinhaus, adjourned the meeting at 7:30.

Minutes submitted by: Judy Hoyt