

Art Alliance of Idyllwild Board Meeting

Date: August 13, 2016 (10am-Noon)

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

Members present:

Board Member	Present?	Board Member	Present?
Shanna Robb	Yes	Darcy Gerdes	Yes
Byron Ely	Yes	Zack Steinhaus	Yes
Erin O'Neill	Yes	Peter Szabadi	No
Jacque Swerdfeger	Yes		
Del Marcussen	No		

Notes transcribed by: Darcy Gerdes/ Shanna Robb

Quorum Met? Yes 6

Other Present: None

Meeting called to order at 10:06am by Shanna, President of the AAI

Approval of minutes: July 2016 General Board meeting minutes were approved via email and posted on AAI website.

Treasurer Report: Del was unable to attend the meeting. A copy of the YTD P&L Summary was reviewed and passed around to all board members. Continued encouragement via FaceBook for members to take advantage of the BBVA Compass for a Cause and Amazon smile was recommended. Even after higher expenses due to purchasing gallery walls, lighting, and increased donations the balance in the bank is \$32,936.53 (\$18,409.91 in general account and \$14,518.62 in money market account.)

2015 Taxes have been filed. The 990 will be automatically posted on the website along with those that are already posted from past years. The timing of this is based on when the Attorney General posts them on their website. Total revenue for 2015 was \$69K vs \$68K in 2014, while donations posted were \$11K in 2015 vs \$6K. This does not include the recent \$10K for 2016 that has been set aside and additional money to be distributed after the 2016 Art Walk and Wine Tasting.

Town Crier Contract: Town Crier one-year contract was discussed. The contract includes one 1/8th page ad per month at \$93.33 or \$1,119.96 a year. It also includes the Explore Idyllwild Directory for two times a year (double truck plus two extra pages) for \$3,834 year. Total one-year contract is \$4,953.93 prior to any adjustments. Additional ads would be extended same discount.

MOTION: By Zack and second by Byron to accept one-year contract with four page spread in Explore Idyllwild. **VOTE:** 6 approve, 0 oppose, 0 abstain – **MOTION PASSED.** **ACTION:** Shanna let Town Crier know via email that we would like to enter one-year contract as outlined and clarify if can run two ads in the same month if not run the month prior. Entire board to be copied on email.

Past Events:

- **Writing for Performance Youth Workshop:** Class was well received, but poorly attended. Emily Heebner was a great teacher and there was little effort needed by the board to promote the classes. Recommendation for 2017 is to have 3 classes over a three-day period with classes last two-hours each. Also discussed photo class that could be a partnership with the library, who has the equipment.
- **Mingles:** Darcy thanked Beth for leading the past mingles. Future mingles will have welcome table open for first hour only, thus allowing volunteers to mingle. Shanna will provide supply list and membership list. Darcy will lead pick-up and delivery of supplies. La Casita welcome table will be led by Zack. Café Aroma welcome table will be led by Erin. With two shows planned for November/December, will combine the December mingle with the October mingle and encourage attendees to bring an art supply for a child that will be donated to the Help Center for holiday gifts. Additional boxes may be considered for the two November/December show. In 2017 will revisit doing mingles quarterly vs monthly. Michael at Sky Island would like to host a mingle. **ACTION:** Shanna to remove December 8th mingle, update October mingle, and communicate with Sky Island.

Future Events:

- **Jazz in the Pines Booth:** Have 22 artists registered with live painting by two separate artists. Erin needs more people for sales during the two-day event. Jacque offered to help and Zack said his wife offered to help, but still need more. Erin will revisit current volunteer positions and reach out to registered artists. Because only 22 artists, Erin will let artists know if can put more pieces into event. Also discuss replacing sold artwork. Meeting scheduled for Wednesday at 2pm with committee. Shanna reminded everyone the importance of proposals and also capturing information for future event leads. Offered to review supply list for Erin. **ACTION:** Shanna to close registration on Tuesday at 5pm. **ACTION:** After event, Erin to capture all logistics of event, including volunteer needs, financials, and supplies to be forwarded to board.
- **Art Walk & Wine Tasting:** Shanna shared that logistics of event are looking good thanks to the committee and collaboration with the Associates. Ticket revenue as of 8/10/16 is \$7,730 compared to 2015 ticket sales for the same period at \$1,455. At end of August 2015 ticket revenue was \$3,920, thus indicating that most of the sales happened closer to the event. Items are in place with artist registration opening yesterday for the artist booth. Some artists have elected not to donate \$10 toward additional shuttle, although we are seeking to increase number of stops and shuttles. This will be discussed further with Byron who is also getting quote for golf carts. More volunteers are needed. Key to storage given to Zack with an additional one temporarily given to Hospitality Lead for Art Walk. **ACTION:** All board to reach out to possible volunteers for event and forward information to Diana Kurr, the volunteer chair for the event.
- **Home School Classes:** There are 7 out of the 25 spots still open that start in October.
- **New November / December Art Shows**

Challenges with new shows are getting artists to participate due to % and request to participate in running show. Board felt important to offer opportunity of more than a standard 3-day show.

 - **Middle Ridge Show Proposal:** Written proposal was sent out to board. Proposed show would run from November 21st – January 8th. In lieu of rental for upstairs, Middle Ridge will take set 40% of the artwork sold. There would not be any upfront cost to the AAI and there would not be hanging fee for artists. Pieces sold could be replaced over the dates of the show. Per proposal AAI would be committed to putting up walls, checking in art, and providing art tracking sheet. Discussed ensuring that there would be a paper trail for tracking, encouraging artists to be art docents, and looking for option to securing jewelry shown upstairs and at future AAI

shows. Estimated Net Proceeds of doing show is -\$375. All agreed to move forward with posting show. **ACTION:** Byron to look into jewelry display cases with locks. **ACTION:** Shanna to communicate with Melody on paper trail and also open show for registration.

- **Mimi Mini Show Proposal:** Written proposal was sent out to board. Proposed show would run from November 18th – January 3rd. In lieu of rental for gallery, AAI will provide sales coverage and get 15% of the 30% commission. All sales would be run through the AAI. Estimated Net Proceeds of doing show is +\$20. Again, because sold pieces could be replaced and this show was more than just 3-days long, all agreed to move forward with posting show. **ACTION:** Shanna to communicate with Mimi and open show for registration.
- **Gallery & Art Hot Spot Gathering:** Erin and Byron planning a gathering with gallery and art hot spot owners. Suggesting Erin's home and only board members would be Erin, Byron, and Jacque. Trying to get date set based on a Thursday versus Friday in September. **ACTION:** Erin to reach out to two owners that live off the hill to see whether a Thursday or Friday is better for attendance and then schedule. **ACTION:** Byron to send all board list of questions they hope to get insight into. In exchange, board to add any additional questions.
- **Art Collation:** Zack attended a meeting in Banning where there were other art organizations in attendance. They are planning a conference on September 14th. The goal is to bring art alliances together. Zack has been extended special price of \$85 to attend. Jacque would also attend to bring back information about the collation. **MOTION:** By Shanna and 2nd by Byron to pay for both Zack and Jacque to attend conference on behalf of AAI. **VOTE:** 6 approve, 0 oppose, 0 abstain – **MOTION PASSED.** **ACTION:** Zack and Jacque to register for the conference with reimbursement request to follow.
- **Artist Series:** There are two more artist workshops. The September workshop taught by Barbara Parish only has 5 students out of 10. Shanna will continue promoting. Don Dietz has offered to do a fused glass artist workshop in November at his studio in the desert. It would be open to 5 students for \$50 each. If want to schedule a second class, since most classes are 10 students, can do so. All agreed that would be a great workshop to offer. **ACTION:** Shanna to get date from Don and open registration.
- **Educational Series:** We are not getting enough attendees to warrant spending money to give the speaker a two-night stay. Will revisit educational series when discussing 2017 calendar of events. **ACTION:** Byron to reach out to speaker and let know situation.

2016 Calendar Events Not Assigned

- September 10th Community Potluck – Jacque lead with assistance of Shanna
- October 31st Halloween Carnival
- November 26th Tree Lighting Booth – Get poster made to promote two new shows

Nomination Committee: Nomination Committee led by Del is working on letter that will be sent out to the membership on October 1st. All nomination due by October 15th. Committee will put out for vote with announcement of new board members by December 1st. All nominations and voting will be done through the AAI Website.

Other Revisit planning in October.

- **Gallery Guide Replenishment:** Zack to oversee. There was also mention that there are business cards and business note cards in storage for the board to use. **ACTION:** Zack to schedule meeting Shanna at storage unit and deliver some to Bake & Brew. **ACTION:** Erin to send Zack list of locations where guides should be distributed.
- **Zimoe Meeting:** Peter was in communication, but never met with Zimoe about the collaboration that Zimoe wanted to explore. All agreed our schedule is too full. **ACTION:** Shanna to reach out to Zimoe.

- **Deer Maps:** John Simpson quoted \$65 per page to make any changes. Darcy is leading. **ACTION:** Darcy to coordinate changes to map with John. **ACTION:** Shanna to find original # of maps printed and make recommendation on number to be printed.
- **Deer Maintenance:** Darcy sent proposal for deer maintenance to board that includes initial meeting following by artists doing maintenance over a set two-week period. All work to be done before October with \$100 stipend for each deer. In addition to the \$1,900 for the 19 deer, there is an estimated \$200 for higher quality UV coating. Byron offered to help if not enough artists. **MOTION:** By Jacque and second by Byron tom move forward with proposal and anticipated project budget of \$2,100. **VOTE:** 6 favor, 0 oppose, 0 abstain – MOTION PASSED **ACTION:** Darcy schedule meeting with artists and proceed. W-9's will be required.
- **Mugs:** Shanna was able to get quote to allow two interior colors on the mugs without additional cost. Cost of 144 is \$724.40. Price needs to be reviewed for wholesale price. **MOTION:** By Shanna and second by Zack to place order for mugs. If blue available, this will be one of the colors ordered. **VOTE:** 6 favor, 0 oppose, 0 abstain – MOTION PASSED. **ACTION:** Shanna to reach out to Mimi Lamp about recommended colors, since she sells most of the mugs, and then proceed with order.
- **Photo Supplies:** We received a donation of photo supplies, which Shanna sent a donation receipt out. **ACTION:** Erin to look at items in storage and make recommendation.

Meeting adjourned at 12:05 pm by Shanna.