

## Art Alliance of Idyllwild April Board Meeting

**Date:** April 15, 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 10:00-10:30	Gerry High	No
Erin O'Neill	Yes	Beth Severance	No
Veda Roubideaux	Yes	Peter Szabadi	Yes 10:45-Noon
Del Marcussen	No		

**Notes transcribed by:** Veda Roubideaux / Shanna Robb

**Quorum Met?** Yes 5

**Other Present:** None

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Meeting called to order at 10:07am by Shanna, President of the AAI

**Approval of minutes:** Approval of March 5<sup>th</sup> General Board meeting was approved via email and posted on AAI website.

**1-year Anniversary:** Shanna reminded the board that May 16<sup>th</sup> is our 1-year anniversary as the board of directors. A lot has transpired in the past 12 months since the new board of directors was seated. In addition to leading 16 events, we rewrote our bylaws, created new operations manual, approved new logo, created new membership levels, voted in new show categories, installed a bulletin board, purchased street banner, put in place financial tracking forms, plus more.

The key to continued success of the organization, however, depends on more involvement by the membership. Also, the entire board needs to learn how to use the website. At this point the officers and Darcy have full administrative access. Shanna is in process of creating a "how to" manual and wants to schedule a training session for all board members.

**Motion** made by Byron and seconded by Darcy to allow limited administrative access to remaining board members subject to Shanna confirming protocol of using the system.

Vote: 5 approved, 0 opposed, 0 abstain – MOTION PASSED

**Action:** Shanna to look into protocol of limited administrative access. Once confirmed with officers will finish "how to" manual, set date for training of all board members, and change access for the remaining directors on the AAI website.

**Middle Ridge Contract Legal Review:** Byron presented a \$1,500 bill from the attorney used during the initial review of the contract from Middle Ridge. While it is unfortunate that the contract did not pass, the legal service was necessary at that time.

**Motion** made by Byron and seconded by Shanna to pay the \$1,500 invoice for legal services.

Vote: 5 approved, 0 opposed, 0 abstain – MOTION PASSED

**Action:** Shanna to print invoice and give to Del for payment along with other paperwork.

**Street Signage:** Currently the signs for art events are wood. They take up much space in storage, are small, and unprofessional looking. Darcy looked at several options for show signs and is recommending 15 signs, thus giving us more options for announcing art events around town. The signage would be designed by Janet McAlpine for \$75 to match the bulletin board header and the new street banner. It would have our logo and website. Final design would be approved by board. The style suggested is a plastic injected sandwich board. Printing and board would come from Arrow Printing.

**Motion:** Motion by Darcy and second by Byron to approve \$3000 to purchase 15 signs including design services, printing, and shipping.

Vote: 5 approved, 0 opposed, 0 abstain – MOTION PASSED

**Action:** Darcy to coordinate ordering and design.

**Art Gallery Lighting:** Gerry High was unable to attend meeting, so Erin presented lighting options. She suggested getting more of the current style, of which we have eight in stock. Would like to receive them before the May show.

**Action:** Erin to work with Gerry to finalize a recommendation of lights, cost, and quantity.

Miscellaneous:

- **Art Show Categories:** Art show categories have been finalized and will be used in upcoming May judged art show. Artist of the Year has been replaced by Best of Show. Best of Show winners will be invited to the annual Appreciation Event in January.
- **Document Resource Center:** Instead of sending out forms again to all board members, Shanna added a “Document Resource Center” tab on the AAI website.
- **Operations Manual:** Was voted upon via email and is now posted on AAI website.

**Membership / Treasurer Report Updates:** Erin shared that the current membership is at 280 members with 130 artist members. After sharing a breakdown of all the different member groups, she suggested that we need to revisit putting guidelines in place for Art Hot Spots and Galleries. Shanna also mentioned that we need to have a system for contacting new members and also lapsed members. Peter said he would help make calls when he returned from vacation. Del was not present for Treasurer Report.

**Action:** Erin will work with Darcy and Gerry to come up with guidelines for Art Hot Spots and Galleries.

**Action:** Erin will create plan for reaching out to new members to welcome them and also plan for reaching out to lapsed members.

**Action:** Shanna to reach out to Del for financials.

**Upcoming Events:**

- **Member Mingles:** Beth was not present. Shanna shared that 36 people had registered for upcoming mingle at the Creekstone Inn.
- **Educational Series:** The April educational series is currently 50% filled. Shanna had sent out email yesterday to remind members about deadline. Erin working with presenter. May educational program has 5 out of 15 spots filled. Shanna in communication with Susan Freed, the presenter. Press release already sent to Town Crier.
- **Lilac Festival:** The Garden Club decided to only feature AAI Artists in their upcoming event, which all agreed was a great collaboration. Darcy will post participating artists.
- **Assemblage Artist Workshop:** Regardless of number of students in class, the teacher, Tracy Meier, wants to hold the class. Shanna sent out deadline reminder to members yesterday.
- **September Artist Workshop:** Barbara Parrish is scheduled to teach a watercolor class, but her husband recently passed away. **Action:** Darcy to contact Barbara on behalf of the board and let her know that we can find another teacher, if she needs to postpone teaching at this time.

- **May Judged Show:** Veda brought everyone up to date on the status of the event. Waiting for gallery and art hot spots to She is working with Janet on design. Erin offered to help coordinate hanging banner. **Action:** Erin to help get street banner for May event to Scott Fisher.
- **Youth Events:** Shanna is creating flier and working with the elementary school to help get into the hands of the students for the June and July events. She also needs to write a press release. A proposal for the “Science in Art” is in final stages, as Jen Gee is looking at it. Shanna shared that we still need 6 artists who will receive a \$125 stipend. She also shared that the event needs more people involved in running, as she may not be in town for the actual event. **Action:** Shanna to finalize flier, proposal, press release, and communication with finding artists.
- **Art Walk and Wine Tasting:** Shanna shared that she must have assistance from entire board for the event. She will not do it on her own. **Action:** Shanna will send out list of areas that need covered by each board member.
- **Studio Tour:** Darcy let board know that only have 5 locations tentatively set up. Don't recommend doing unless have 10 or more locations. Cost of additional signage may not be warranted. Also concern of insurance liability. May need to cancel event. **Action:** Darcy to contact insurance agent and then work with Shanna on sending out final email to artists, if it makes sense to do so.
- **Nature Center Event:** Beth leading. Voted on via email. Shanna sent Beth information on financials for event.

**Outstanding**

- **Middle Ridge Resolution:** Voted upon and posted on AAI Website.
- **Street Banner / Bulleting Board Header:** Received
- **Gallery Guide / Explore Idyllwild:** Guide at Arrow Printing and Explore Idyllwild completed. **Action:** Erin to contact Janet about gallery guide pickup.
- **SmARTS proposal:** Approved and check delivered from 2015 vote.
- **Eye of the Artist:** Stats to be sent to Veda by Erin and Peter. Financials as follows.

	Revenue
Raffle	\$ 2,578.00
Silent Auction	\$ 2,495.00
Hospitality	\$ 1,277.00
	<b>\$ 6,350.00</b>

Item	Expenses
Advertising	\$ 554.41
Hospitality	\$ 780.80
Venue	\$ 375.00
Ribbons	\$ 15.12
Judge	\$ 101.86
Labor	\$ 75.00
Chinese Boxes	\$ 33.91
Pickup of AAI License	\$ 102.68
	<b>\$ 2,038.78</b>

**Miscellaneous**

- **Monument:** The monument was left to the AAI by the Chamber. It now sits on two different pieces of property. One piece is owned by Idyllwild Inn and the other portion of is on land recently purchased by Shane Stewart. Thom Wallace contacted Shanna to let her know that

the monument needs a clear coat of sealant. It is the understanding of the rotary that they would pay for supplies and AAI would pay for manpower. Thom researched and found someone to do services including materials for \$600. Shanna asked that the board proceed with voting, but Peter insisted that David Roy be consulted. **Action:** Prior to leaving town on vacation, Peter to reach out to Thom Wallace to get type of sealant being used and then follow up with David Roy.

- **Public Art Recommendation:** David Butterfield reached out to Shanna about the AAI leading effort to create garbage cans around town. Prior to that, Shane Stewart had recommended doing public art to be put on concrete pads on corner of North Circle and Village Center. It was agreed that, while we appreciated individuals and groups reaching out to AAI to lead more public art, that those proposing should put together proposal for 2017 or proceed with leading on their own for 2016.
- **Wine Overage:** The wine overage purchased for the Eye of the Artist has been sold to miscellaneous groups and individuals.
- **Street Banners:** Shanna shared that the Jazz Festival had reached out about the street banners. Someone else needs to step up to lead hanging of banners four times a year. **Action:** Shanna to get a board member to lead and also confirm price.

Meeting adjourned at 12:00 pm by Shanna.