

Art Alliance Of Idyllwild Board Meeting

Date: March 5, 2016

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	Gerry High	Yes
Erin O'Neill	Yes	Beth Severance	Yes
Veda Roubideaux	Yes	Peter Szabadi	No
Del Marcussen	No		

Notes transcribed by: Veda Roubideaux

Quorum Met? Yes 7

Other Present: Jacque Swerdfeger (11:00am-11:30am)

Meeting called to order at 10:00am by Shanna President of AAI.

Approval of minutes: Approval of Annual Membership meeting on February 26th waiting for final approval by board. January 23rd Board Meeting Minutes approved via email by board.
Vote: 9 approved, 0 opposed, 0 abstain – MINUTES POSTED

Miscellaneous

- **Sky Island:** Sky Island is holding their opening artist reception on March 18th from 5:30-7:30 that will feature two AAI Artists. They are going to be donated 50% of the profits from wine sales to the AAI. Board encouraged to attend.
- **Monument:** While specifics behind the responsibilities of the Rotary vs the AAI in regards to the monument are not clear, Tom Wallace had contacted Shanna on behalf of the rotary. It is the understanding of the rotary that the AAI is to pay labor to have the monument maintained and the rotary is to pay for any supplies. The monument needs a clear coat sealant put on it. Tom is going to get a quote from someone to handle this and submit it to the board. The board will then review the quote and vote accordingly.
- **Pine to Palms Magazine:** The Palms to Pines Magazine is no longer being published. Shanna had been contacted by Jay Pentrack about writing an article about the AAI for his new magazine called Idyllwild Living. He also sent a rate sheet, which will be discussed at the next board meeting. **Action:** Byron and Darcy to collaborate in writing the article, with Byron leading the writing. Shanna to forward Jay's email to Byron and Darcy.
- **Gallery Walls:** The white wood gallery walls were donated and picked up from storage by smARTS. Five more storage bags for the new walls, per a request for vote by Veda via email, were ordered and are due to arrive this coming week.

- **Storage Keys:** Keys to the storage unit are in the possession of Shanna, Veda, Beth, Erin, and Peter.
- **Newsletter / Website:** While all agreed that the AAI is the chamber of commerce, we agreed to add a section in the newsletter to announce AAI Artist and AAI Gallery news (e.g. special shows, awards, receptions). We also agreed to research adding a tab to share resources between artist members and try to change the homepage to show amount of money being donated/applied versus amount of donations for public art. Suggestion was made to call it “Market Place”. **Action:** Shanna to communicate in next newsletter about changes and try to change website.
- **Gerry High Status:** Gerry shared recent challenges he has had balancing his commitment to being on the AAI board. After much talk about the need for all board members to be accessible and dependable, he agreed to take a more active role as the Gallery Liaison. **Action:** Gerry, Erin, and Darcy will meet to discuss how to proceed with being active liaisons with both galleries and artists. **Action:** After meeting with Erin and Darcy, Gerry will contact each of the gallery owners and take on the role of Gallery Liaison.
- **Gallery Roundtable:** Both Erin and Byron see the need to bring the galleries together to work on more participation on their behalf as a group. **Action:** Erin and Byron to set date, time, and location for gallery round table and let Shanna know how she may assist with communication efforts.
- **Middle Ridge Meeting with Artists:** A gathering for artists and galleries was already on the table and, while a date had not yet been set, those at the annual meeting showed the need to get it set. Byron recommended calling it a workshop versus meeting and reminded everyone that a jury process needs to be captured first. Perhaps a mini-committee approach would be best suited for this. **Action:** Byron and Darcy will set a date and location that will work for Middle Ridge. Shanna will start working on collecting information for the jury process.

Event Updates

- **Annual Membership Meeting:** The Town Crier had a nice summary of the meeting in last week’s newspaper. Byron had sent out a detailed list of the attendee responses to the mind map exercise to the board. He pointed out that there were some key items called out repeatedly. He also noted that some items noted were already done or in place by the AAI. The list needs to be consolidated with the board looking at what recommendations could be put into action. **Action:** Byron to consolidate/condense the comments for posting and put a notation (*) next to items that were already in the works before resending to board. **Action:** Shanna to post on AAI website once completed and board to review list during next board meeting to determine further action items.
- **Eye of the Artist:** Erin shared that the event is getting a number of great donations and that she is working on getting more silent auction items. We currently have 58 artist donations. She asked members of the board to follow-up with those locations that had made a verbal commitment. Shanna, for instance, is working with Middle Ridge and Idyll Awhile. Beth recommended that Idyll Awhile may want to consider donating two of their Sunday Brunches, since that is something they are promoting. Darcy has been promoting many of the donated items on social media. **Action:** Shanna to collect donations from Middle Ridge and Idyll Awhile. Also to send another series of pictures to Town Crier for next week and schedule email with pictures to contacts via email to encourage attendance. **Action:** Peter and Gerry to follow-up with locations based on email sent out by Erin. **Action:** Beth to forward list of restaurants that are providing food for the Eye of the Artist to Darcy, who in turn will post on FaceBook as “Taste of the Town”.

- **April Mingle:** Beth shared that Creekstone Inn is really looking forward to hosting the April mingle. She is also working with Mimi Lamp and Farley's about a future mingle. **Action:** Shanna to encourage registration after the Eye of the Artist.
- **Education Series:** Erin is working on securing the April education series, which is free to members. She is also working with Gideon to create a workshop. **Action:** Erin, after the Eye of the Artist, to send write-up to Shanna for April series and work with securing date with Gideon for May series.
- **May Judged Art Show & Gallery Tour:** Veda is going to chair the event and has asked Shanna to help with the gallery tour. Shanna scheduled to meet with Mimi, Sasha, and Melody on Monday to brainstorm. Veda has reached out to those who volunteered during the annual membership meeting and will touch base when she returns from vacation. Location has been secured for Middle Ridge for a 3-day versus 2-day show.

Art Categories

Jacque Swerdfeger, chair for the mini-committee that research new art show categories, was given the table. She explained in detail the process that the mini-committee (her, Karen Johnston, Carol Landry, Martha Lumia, and Caryn Gilbert) went through in creating the proposed art categories and recommendations. As fellow artist members, the committee looked at other organizations, such as Fallbrook and East County San Diego. With the AAI being unique both in the variety of art in each show and the challenge of finding a judge that could judge multiple mediums, they proposed four categories. This limited the odds of having too few entries per category and allowed them to propose cash prizes. The goal is to get the categories in place before opening the May judged event. **Action:** Shanna to send electronic copy of proposal to board and schedule a meeting specific to the categories.

Miscellaneous & Events (continued)

- **Operations Manual:** Peter has completed the review of the proposed Operations Manual, which is now ready for the board to review. **Action:** Shanna will send out to the board after the Eye of the Artist.
- **Non-Profit Insurance:** Byron has completed and faxed the annual questionnaire back to the insurance company. We are awaiting annual quote.
- **Street Banner:** During the annual membership meeting, those in attendance voted on one of three proposed street banner designs. Shanna presented the banner that received the most votes. The board discussed some additional requested changes. **Action:** Shanna will communicate requested changes to designer and send out revised street banner to board for vote.
- **Bulletin Board Header:** A proposed bulletin board header was discussed. The board discussed some requested proposals. **Action:** Shanna will communicate requested changes to designer and send out revised design to board for vote.
- **June Artist Studio Tour & Signage:** Darcy, the event chair, shared that she had received interest from a couple artists. In addition to leading the event, she has been asked to look into getting new sandwich boards for events. Darcy showed a couple styles that she has looked into and all agreed that she should research further and present one that she recommends along with pricing. **Action:** Darcy to research signs and make final presentation.
- **Lights for Gallery Walls:** The new portable gallery walls need lighting. Ideally, if available, would like battery powered lights. Both Veda and Shanna shared that they had started to look into pricing for the 40 sides of the 20 panels. Lighting is expensive, but necessary. **Action:** Gerry to research and make proposal.

- **Youth Workshops:** Shanna, event chair for the youth art workshop at the James Reserve, shared that she wanted to pay a stipend to the six artists that would be teaching the kids. As a result, the original \$1,400 budget was short money. There was money left aside from the Writing for Performance workshop being taught by Emily Heebner. **Motion:** Shanna motioned and seconded by Gerry to take \$400 from the Writing for Performance workshop and apply it to the Science of Art workshop. **Vote:** 7 approved, 0 opposed, 0 abstain – MOTION PASSED

Membership

Erin shared that we currently have 131 artist members and 15 bundled, plus 7 galleries and 6 art hot spots. She again shared that she needed Gerry and Darcy's help. She also shared that we have received interest from 3 students for the 10 available Student Artist memberships. Dave Robb has been helping, so she agreed that it would help if he led. Students will not be charged hanging fees. **Action:** Dave Robb to communicate with youth and coordinate photo opportunities.

Treasurer Report: P&L was sent to the board for YE 2015. Del has done a great job detailing the event expenses for future event chairs and board. It was mentioned that Del want to continue doing the books, but would like another board member to take on the Treasurer position. With her Bookkeeping business she is extremely busy, but will give service for free if new treasurer is put in place. She will be one of the four board members leaving at the end of the year. Until a new treasurer is voted in during the nomination process outlined in the bylaws for later this year, she will remain the treasurer.

Gallery / Art Hot Spot Guide and Explore Idyllwild: Erin is leading both projects. 2014 was the last time the gallery guide was produced. The Explore Idyllwild was changed to 2 pages versus 4 pages when the Town Crier contracted was voted upon earlier this year. She proposed changing back to 4 pages. **Action:** Erin to get quote for increasing page count for the Explore Idyllwild and email to board for approval.

Middle Ridge Resolution: Byron has written up a Middle Ridge resolution. The resolution is a statement of facts not a contract. **Action:** Byron to send electronic copy with request to vote to board.

Meeting adjourned at 12:17 pm by Shanna.