

Art Alliance of Idyllwild Board Meeting

Date: Saturday, January 7, 2017 (10am - Noon)

Purpose of Meeting: General Board Meeting **Location:** Idyllwild Library Conference Rm

Members present:

Board Member	Present?	Board Member	Present?
Zack Steinhaus	Yes	Martha Lumia	Yes
Judy Hoyt	No	Rob Padilla	Yes
Shanna Robb	Yes	Peter Szabadi	No
Jacque Swerdfeger	Yes		

Notes transcribed by: Shanna Robb (filling in for Judy Hoyt)

Quorum Met? Yes 5

Other Present:

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

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

Board Vote for Officers: Incoming board was seated via an email vote by all seven incoming board members on January 1st. Incoming officers will be Zack Steinhaus (President), Judy Hoyt (Secretary), and Shanna Robb (Treasurer). Jerry Baccaire, per a 12/30/16 email, had to unfortunately remove himself prior to being seated due to health concerns. **Action:** Shanna to send press release announcing new board.

Phone and Computer: The computer and all software has been purchased by Del Marcussen and will be handed over to Shanna after the December books are closed. Shanna is working with Del to get the new phone purchased. **Action:** Shanna purchase new phone.

Treasurer Report: Shanna sent out the treasurer report to the board via email. She handed out a new list of discussion topics. The final version will be posted on the website with the final minutes. In addition to calling out many details for 2016 versus 2015, she highlighted the contributions for 2016. A record year of \$22,874 was donated. (See Treasurer Report)

Money Market Account: Had discussion about rolling money market into checking account. Question posed about whether a 501c3 should have a money market account. Concern presented about rolling all money into one account. Recommendation by several to look into a savings account through BBVA and close the money market account. **Action:** Shanna to research options with BBVA, including maximum transactions allowed, and update board.

Check Signees: Recommendation to change operations manual, which currently states that only officers can sign checks. Need to have check signees live on hill for easier accessibility. Per email, Peter stated that he wanted dual signatures on all checks. After discussion, a motion was made. **Motion:** By Shanna and Seconded by Martha to change operations manual as follows. Vote: 5 favor 0 oppose 0 abstain – **MOTION PASSED**

“The Board of Directors shall select four current board members to be given authority to sign checks drawn on the Organizations bank account(s). Recurring payments or checks under \$100, such as the monthly telephone bills or storage rental invoices, may have a single signature by the Treasurer or President. All other checks will require dual-signatures. Regardless of amount, ALL checks will require the necessary backup documentation with approved signatures before issuing a check for payment.”

New Check Signees: Per motion, including the President and Treasurer, four board members were selected for dual signatures on checks. They are Zack, Shanna, Rob, and Jacque.

Action: Shanna to create bank resolution and set date where all four can sign signature cards.

Mail Pickup: Per the operations manual, to make sure there is a separation of duties, the treasurer is not to pick up the mail. We have two keys for the AAI PO Box. They were given to Zack and Martha. Zack will be primary person for picking up the mail weekly and given Shanna financial documents once a week. Martha will be backup. **Action:** Mail to be picked up weekly.

Large Media Check: **Motion** by Zack and second by Martha to purchase new large check with updated logo. **Vote:** 5 approve 0 abstain 0 oppose – **MOTION PASSED** **Action:** Shanna to order new large check with budget of \$60.

Event Documentation: Recommendation by Shanna that final event documents, including financials, be saved on new AAI computer or a shared drop box. Event Chairs would be asked to forward the final documents (proposals, supply list, volunteer list, recommendations, financials, task list, ads, etc) after event. Would be used by future event chairs and boards.

Half Page Ad: Three images for the half page ad designed for the Town Crier were voted upon. Heading on selected image to be slightly changed and then submitted for publication. Cost around \$550. **Action:** Shanna to have ad changed and submitted to Town Crier.

Past Event Update: Both winter pop up galleries were a success and are on 2017 calendar for board approval. Both offered over 1-1/2 months for AAI artists to sell artwork during the holiday season. These opportunities were not offered in the past.

- **Art*Gift*Love:** 38 artists participated. 38% or 17 of the artists sold artwork. A total of 38 pieces sold through the gallery. Other than gallery walls, no manpower required for show. Show officially closes this coming Monday.
- **Mini Show:** 19 artists participated. 58% or 11 of the artists sold artwork. Averaged 1 piece sold per day with the average cost being \$75. Show required that artists sit in the gallery. Checks to artists who sold artwork will be issued once new bank account is opened. Those who sat in the gallery and were enthusiastic sold art along with those who replaced sold art. Recommend only being open Friday-Saturday with more artwork upfront with 5" x 5" possibly being judged. Artists, however, must stay within the size restrictions next year to participate. Suggest having select team to sit in gallery, thus preventing so much time from event chair for training. **Action:** Shanna, this year's event chair, to save final documents on new AAI computer for next year's co-chairs.

Under \$100 Art Fair: Martha gave update to board and said everything is going well. Currently have 18 artists and 6 on waiting list. Working to fill one possible spot from waiting list. Ads completed, emails in system, supplies outlined, press release sent, and tasks captured. Working with Jerry to get list of volunteers to help. Posters getting hung next week. Rob to assist with communicating with galleries and art hot spots. Currently have 7 of the 12 locations participating with their own Under \$100 areas within their businesses that day. Key for all of them to point to each other and to the fair location. Will have sandwich boards set up in front of

those locations that are participating. **Action:** Rob to let Martha know which of the remaining 5 locations are participating and coordinate pick up/return of sandwich boards on event day.

Membership: Jacque shared that we have 16 lapsed memberships. Also have 4 new members in the past 30 days. She will email or call the new members. Working on lapse memberships. Martha printed list of all the artist members. Together she and Jacque have created a list of 5 questions. Rob recommended adding a question that focused on capturing those interested in being a working artist. Question by Jacque about student memberships was tabled until next meeting. **Action:** Martha to bring list to training class for distribution on 21st.

Galleries / Art Hot Spots: Rob shared that he has created a rough draft of a questionnaire that he would like to email out to our galleries and art hot spots. Questionnaire will be sent to board for feedback and Shanna will help Rob send out via website once finalized. Unfortunately, Singerton Gallery closed and rumor of another Art Hot Spot being sold. Rob said that he had not received breakdown from Erin explaining difference between galleries and art hot spots. Board discussed Oakwood Village visit. All agreed that location in question does not fall under gallery or art hot spot at this point. Brief discussion about adding "Working Studio" membership in future.

Rob asked if Art in the Park was an Art Hot Spot. Because not open year-round, which is a stipulation of being in the gallery map, board didn't feel it was the proper membership level. Suggested encouraging their artists to be artist members. Discussion about newsletter announcing artist events tabled until next meeting. Meanwhile, Zack will join Rob as the co-chair unless a future new board member takes on the role. **Action:** Shanna to email Oakwood Village and issue refund. **Action:** Rob and Zack to visit other locations, including Town Baker, and create handout outlining specifics for being a gallery and/or art hot spot. **Action:** Rob to contact Ron Singerton about staying on as an artist member.

2017 Calendar: The January through July calendar was set with assigned event chairs. Remaining calendar will be assigned during next board meeting. **Action:** Shanna to post "place cards" of events on AAI website through July and send updated calendar to board.

Two Vacant Positions on Board: Zack asked board to approach possible candidates for the two vacant board positions and then present to him. Press release being sent out by Shanna to include invitation to membership to fill positions. **Action:** All board members to look for potential board members.

Business Cards and Name Tags: Discussion about having business cards and name tags for board members. **Action:** Shanna to order business cards for board members with their names. **Action:** Zack to research and present proposal for magnetic name tags for board members.

Training Session for Board Members: Board Member training is on Saturday, January 21st. Can bring own computer. Should bring paper and writing utensils.

Tabled for next meeting:

- Banner Project
- Newsletter
- August through December Calendar of Events – including peep show proposal by Rob
- Student Memberships for Junior High Students

Motion to Adjourn Meeting at 12:08 by Zack Steinhaus and Seconded by Jacque. Meeting adjourned by unanimous vote.