

Art Alliance of Idyllwild Board Meeting

Date: July 9, 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	No	Zack Steinhaus	Yes
Erin O'Neill	Yes	Peter Szabadi	Yes
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 10:12am by Shanna, President of the AAI

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

Bylaws: Bylaws were amended per special meeting on June 26th. Meeting notes have been posted on website. Revised bylaws updated, signed by secretary, and posted on website.

Board Vacancies:

- **Secretary Position:** Darcy offered to be secretary until the end of her term on December 31, 2016. Was voted upon via email by current board and passed.
- **New Board Members:** Zack Steinhaus and Jacque Swerdfeger offered to fill vacant positions on board. Terms will end December 31, 2017. Was voted upon via email by current board and passed.
- **Resignation:** Gerry High resigned via email stating that he was unable to put time and energy into the Art Alliance. His vacancy will be filled during the upcoming October nomination/voting process. Board size at this time will remain at eight members.
- **Bank Resolution:** The bank resolution to update those able to sign checks on behalf of the organization was submitted. Those able to sign checks include Erin, Darcy, Peter, Del, and Shanna. Two signatures on checks will remain in place.
- **Nomination Committee:** Nominating committee is in process of composing a letter to the membership about the nominating process. It will be posted in early October as outlined in bylaws. **Action:** Del meeting with the nominating committee.

Science of Art: Shanna shared that the event was very rewarding to the kids, scientists, and artists. Only 10 kids attended with five cancelling in the last 24 hours. It was also noted by one of the artists that some of the kids were not from the Idyllwild area. The cost of the event was \$740, which equated to \$75 per student, which was significantly higher per student than originally

budgeted. Discussion of hosting the event again in 2017 included pushing the event out further into the summer and having parents give \$20 upfront that would be returned upon arrival of their child.

Art Walk and Wine Tasting: Shanna shared that the kickoff meeting with the newly formed committee for the 19th Annual Art Walk and Wine Tasting was a great success. Several items were voted upon, including raising the price of the tickets by \$5. This was a recommendation by several of the participating wineries. As of date, there are 17 wineries registered and the goal is to open the event this coming week for online ticket sales. Locations this year, with exception of the Idyllwild Area Historical Society, must be a gallery or art hot spot. Two of the new Art Hot Spots from 2015 need to confirm whether they will be renewing their memberships. Also, due to personal reasons, Peter may need to leave the country for several months, thus leaving the Artist Liaison position open. Jacque offered to step in as the Artist Liaison. **Action:** Erin to discuss with Shanna plans to approach two art hot spot locations. **Action:** Jacque to set up time with Shanna to go over the Artist Liaison role for the Art Walk. **Action:** Peter to give artist packet to Jacque.

Membership: Erin has been talking to another location about becoming a location for outdoor art exhibits. Whether they would meet the criteria as an Art Hot Spot is yet to be determined. Challenge in defining an art hot spot is that one cannot determine the square footage, etc. Jacque offered to be the liaison for the gallery and art hot spots. There was also a question as to whether the new Idyllwild Arts Academy store has art hanging, thus making it a possible art hot spot. **Action:** Jacque and Erin to meet to develop criteria for gallery and art hot spots along with helping create a description for getting a member at large to help Erin with membership. **Action:** Zack to visit the Idyllwild Art Academy store. **Action:** Erin to reach out to Mary Edmundson to see if there are any possible students to the student memberships that are available.

Town Crier Contract: Contract with Town Crier is expiring. Peter scheduled to meet with Becky this weekend. Asked to get a breakdown of costs with contract versus without contract. All agreed that 4 pages in the Explore Idyllwild magazine is needed. Not sure about the savings on the ads because have not had an ad every month. YTD have paid out over \$2,500 for the contract or approximately \$4K in the past year. **Action:** Peter to update board with cost breakdown after meeting with Becky.

Joint Show: Peter reached out to Zimoe, judge from last show, about joint show in Hemet that could hold up to 300 people. Per Zimoe it would be a 3-day show. The event would be for students of the college, professors of the school, and AAI members. He recommended October, but board said that would not be realistic with the Art Walk. Suggested moving to November with the stipulation that more details were needed, as the AAI could not manage the hanging, sales, etc. **Action:** Peter to reach out to Zimoe to visit school and get details of event, including clarification of intake, sales, etc.

Mini Art Show: Rob Padilla and Mimi Lamp are interested in having an AAI show in the Higher Grounds Gallery space. It would run from November 15th-December 15th. Due to the size, it was recommended that we consider having a "mini" show. Darcy had done some research and sent it to Rob. Shanna had spoken to Mimi and asked that they put together a basic summary of the event, including sales process, liquor license, advertising, sizes, etc. Event would replace the December Winter Art show. **Action:** Darcy to reach out to Mimi and Rob about setting up meeting to finalize details.

August Photo Competition at James Reserve: Peter shared that the contact at the James Reserve has resigned and Jen Gee is unable to do introduction of location to photographers for August 6th event. Town Crier had discussed using 4 of the images in their next calendar. With the recent need to leave the country, Peter would most likely not be around to lead the event. Several options were discussed, including adding an educational piece to the exhibit. Option put on table was to replace event with a December exhibit at Middle Ridge Winery that would allow AAI

Photographers to submit a framed image of a picture taken in or around Idyllwild. Could be a micro or a full scene. **Action:** Darcy and Shanna to reach out to Middle Ridge to discuss options, timing, and their requirements as a gallery. **Action:** Peter to send thank you to James Reserve and update Town Crier. Also cancel use of Library room in September.

Other Events:

- **Writing for Performance:** Currently have 10 students registered, although not all can come to all the classes. Discussed having less classes in the series and maybe offering one to adults in 2017. **Action:** Jacque to request or get pictures of students for Darcy to post on facebook.
- **Mingles:** The next mingle is at Higher Ground on the 26th followed by two additional mingles in 2016. Scheduling of mingles will be revisited for 2017, as there was discussion that they should be quarterly not monthly. There was also confusion on the liquor license for the upcoming mingle because the entire board is not being copied on emails by Beth. Per previous minutes, the AAI will not be providing liquor licenses for events such as the mingles and those leading events on behalf of the AAI need to keep the board informed. Beth also asked for a key to the storage unit. **Action:** Darcy to revisit communication process with Beth and let her know that only board members will have keys to storage.

Treasurer Report: The 2015 taxes are almost finished and final meeting with enrolled agent is set with Del. Per enrolled agent the books are easy to follow and well organized. Our bank balance as of June 1st is \$30,527. This does not take into account the \$9K+ of expenses that will be donated out after the kids are back in school (see last months minutes).

Home School Update: Unfortunately we did not get any funding from the Community Foundation for the home school program. Mary Edmundson put together a budget for a series of 9 art classes for the home school kids with the goal of lowering the amount of money being funded out of the pockets of the parents. She was able to get it down to \$3 per student per class versus \$5. Her time and supplies total \$2K, which does not include gas cost of approximately \$263. **Motion:** By Shanna second by Peter to give additional funding of \$263 for homeschool. **Vote:** 6 favor, 0 opposed, 0 abstain, - MOTION PASSED **Action:** Shanna to reach out to Mary with update and invoice process.

Jazz Festival Booth Update: Erin shared that we will have two booths measuring a total of 10' x 20'. We have 20 new gallery walls, which she is estimating that each wall can handle 4 pieces. This equates to 80 hanging pieces plus pedestal pieces and jewelry. All agreed that artists showing artwork must volunteer at some capacity in order to participate. Board briefly discussed needing a diagram to ensure that all 20 walls can be used, number of volunteer roles, number of pieces per artist, enclosing the booth at night, number of passes, and art delivery/pickup process. Also discussed % going to the AAI to cover costs versus % being donated to the Arts Academy. Erin suggested giving a percentage of net proceeds to the school and has a planning meeting scheduled this coming week. Jacque and Zack offered to attend. **Action:** Erin to schedule time with committee, including Zack and Jacque, to create a proposal that outlines finances, master calendar, etc. Proposal to include % given to AAI and Arts Academy.

Supplies

- **Gallery Guide and Business Card Holders:** Dave rehung gallery guide holder by monument. Have another one available and may want to move one hung by Idyllwild Gift Store. Will be replacing broken business card holder this weekend.
- **Business Cards:** Need to order more business cards, but do not recommend having events on back of card. **Motion:** By Darcy and second by Zack to purchase up to 2K business cards with message on back that states "Visit website for calendar of events." **Vote:** 6 favor, 0 opposed, 0 abstain, - MOTION PASSED **Action:** Shanna to get quotes and purchase business cards from Arrow Printing.

- **Deer Maps:** Only have 2-1/2 packs of maps left from original order in 2013. John Simpson from Rainbow Inn designed original map. Not sure who printed it. **Action:** Darcy to contact John about getting artwork so can get quote for printing.
- **Mugs:** Currently have 68 mugs in stock. Higher Grounds, Historical Society, Town Crier, and Artspresso have mugs in their stock. Suggested getting a third color inside. **Action:** Shanna to pull old order and get quote for next meeting.

Other

- **Insurance:** Insurance has asked for us to get PO Boxes for additional insured. Zack offered to help. **Action:** Zack to discuss what is needed with Shanna.
- **Sky Island Catering:** Shanna was invited to attend a presentation by Sky Island of their appetizer and catering options. Was excellent and recommend considering as a future hospitality options.
- **DVAC:** DVAC would again like to reciprocate memberships between the two organizations. As a nonprofit our membership is \$20. All agreed. **Action:** Shanna to send email to Richard at DVAC.
- **Donation of Photo Equipment:** A donation of photo equipment was made by a member. **Action:** Peter to inventory and send list to both Shanna and Erin. **Action:** Once list is received, Shanna to send donation receipt to member who donated items.
- **Eve Evans Collaboration:** Zack mentioned that Eve Evans is working on bringing together an art coalition over a large area ranging from Indio to Banning. Thought the AAI should look into it further. **Action:** Zack to reach out to Eve and get more information for next months meeting.
- **Deer Maintenance:** Darcy has been in communication with some of the deer artists. Wants to go over proposal with Shanna before presenting to board. **Action:** Darcy schedule time to meet with Shanna

Meeting adjourned at 12:00 pm by Shanna.