

Art Alliance of Idyllwild Board Meeting

Date: June 18, 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	Gerry High	Yes
Erin O'Neill	No	Peter Szabadi	Yes
Veda Roubideaux	Yes		
Del Marcussen	No		

Notes transcribed by: Veda Roubideaux / Shanna Robb

Quorum Met? Yes 6

Other Present: Patrick Barry, Susan Freed, Dave Robb, Jenny Egan

Meeting called to order at 10:05am by Shanna, President of the AAI

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

Events

- **Nature Center May Event:** Beth Severance led the setup of an AAI table at Nature Center event in May. Shanna emailed Beth requesting feedback about the event, but never received a reply from Beth. Sold 8 waters and a couple mugs. Not sure if right audience for AAI participation in future. Will revisit in 2017.
- **June 23rd Mingle:** As of yesterday have 19 members registered.
- **June 25th Science of Art Youth Event:** Workshop at the James Reserve has 14 versus 36 kids registered, of which 8 originally signed up as part of AAI outreach and other through the nature center. Event is proceeding with 4 artists and 5 scientists. Created two press releases, hung posters, visited middle school students, emailed home school kids, and posted on FaceBook. Discussion about why so few kids signed up concluded that timing, based on end of school year, may be reason for lack of participation. Will revisit this type of event when discussing 2017 events later this year.
- **July 4th Parade Float:** Membership did not show interest in participating, so cancelled. Rotary has been contacted and Jim from Forest Lumber thanked.
- **July Art Show:** No members stepped forward to co-chair, so art show has been cancelled.
- **July Writing for Performance :** Emily Heebner is prepared to continue with her youth workshop. Currently have 3 students registered and registration deadline has been extended to July 6th. Town Crier writing an article this week and posters have been hung at library, Jack Farley's, coffee shop, and at post office.
- **August 6th Photo Competition and August 30th Education Series:** Peter has set up to use the library in September to share images taken by participating photographers. Has two speakers in mind for the 30th Educational Series. Proposal not presented. **Action:** Peter to submit proposals via email to the board for both events that include overview, timeline, and

financials. To work with Shanna on opening event online. **Action:** Shanna to send "How To" create events to Peter and Erin.

- **August Jazz Festival Booth:** **Action:** Erin to submit a proposal for the jazz festival booth via email as outlined in previous bullet point. To work with Shanna to open event online.
- **Art Walk and Wine Tasting:** Shanna approached the Associates and they have agreed to fill some of the chair positions for the 2016 Art Walk. The collaboration is seen as one that continues the mission of both organizations. Shanna is chairing the event and has a committee meeting scheduled for July 7th. As of this date, Shanna confirmed that she has only 12 of the 19 winery spots have been filled. As discussed last month, all revenue and expenses for event will go through AAI. In exchange for a set % of the net proceeds from the 2016 event, the Associates will promote event to their data base and fill chair positions, including helping create new VIP Event on Friday night. Discussion about pros and cons of proposed %. As a side note, Darcy shared that the recent posting of the scholarship given to an Idyllwild Arts student had received over 1,300 likes because of the link to the Associates. **Motion:** By Shanna second by Byron to give the Associates 40% of net proceeds from 2016 Art Walk to the Associates. **Vote:** 6 favor, 0 opposed, 0 abstain, - MOTION PASSED **Motion:** By Peter second by Darcy to allow Shanna and the committee authority to advertise in the Jazz in the Pines magazine as they see needed. **Vote:** 6 favor, 0 opposed, 0 abstain – MOTION PASSED **Action:** Shanna to reach out to Associates and Jazz Festival.

Other Updates

- **Monument:** \$300 check was given to Thom Wallace from the Rotary, who is leading project. Maintenance appears to have been done.
- **Thank You Letters:** Shanna sent to Mary, Susan and Tracy. **Action:** Erin to confirm that Gary Kerr was thanked.
- **Membership:** Shanna added a "how to" create an online gallery link to all new member confirmations that go through the AAI Website. Erin not present at meeting to provide update on two action items from May board notes. Gerry had not completed the electronic welcome packet. **Action:** Erin to provide details on action items from May board notes. **Action:** Gerry to forward electronic welcome packet to board.
- **Town Crier Contract:** Becky reached out to Shanna about renewing our advertising contract. All agreed that a line-by-line breakdown of the new contract is needed. Peter offered to lead conversation and collect information about contract details. **Action:** Peter to contact Becky and forward information to board for vote. Shanna to send email to Becky letting her know that Peter is leading communication on this.
- **Banners:** Jazz banners hung and entire hanging fee of \$150 paid by school. Rotary would also like to be part of banner project, which has banners rotated four times a year. **Action:** Shanna to send Thom Wallace dimensions of banners.
- **Zimoe Collaboration:** We received an email from Zimoe, past art show judge, about a collaboration show idea and photo educational series. **Action:** Shanna to forward information to Peter who will reach out to Zimoe to get more details.
- **Gallery Guide & Business Card Holders:** Dave hung three holders around town for gallery guides. They are installed by monument, coffee shop bulletin board, and in front of Idyllwild Gift Shop. These locations were selected because of tourist foot traffic. Have one extra holder. Business card holder at post office has been broken off. **Action:** Dave to order new business card holder and install. Will also add message on gallery guide holders that additional guides available at galleries.

Treasurer Report / Donation Recommendation for 2016-2017 School Year

Del was not present at meeting, but has meeting set to finalize 2015 taxes with enrolled agent. Shanna provided a brief overview of the financials. YTD our balance sheet shows \$29K in bank. According to past meeting minutes from May 2015, which is when the board was seated, we started

with \$26. Meanwhile, the AAI has paid out \$15K in funding plus around \$8K in walls, lights, and signage. Membership revenue has grown too by 9% YTD compared to 2015 YTD. Other than funding for Home School, there has not been any donations in 2016 and we are heading towards making more revenue through our annual Art Walk in October.

A proposal was put on the table by Dave Robb, scholarship/funding chair, with funding opportunities. The proposal was split between immediate funding opportunities and future funding opportunities after the Art Walk. Immediate funding totaled \$10,685 which would be distributed to a number of organizations and events. With exception of three, all are repeat donations with many getting more money than in 2015. A proposal by 2106-2017 Home School program is in the works. After much discussion, immediate funding was increased to \$10,935, with proposals required by four entities before funding will actually occur. Additional funding after the Art Walk will include outgoing scholarships, summer junior art program funding, possible public art project, and set % to the Associates for their participation in the planning of the Art Walk. **Motion:** By Peter and second by Darcy to approve amended \$10,935 funding proposal with four requested proposals. **Vote:** 6 approve 0 oppose 0 abstain – MOTION PASSED **Action:** Shanna to send email out to those being funded with copy to the board members. Also write press release announcing funding. **Action:** Dave to research additional funding opportunities for after art walk, including possible public art project for 2017.

Board Vacancies

Per the recommendation by the nomination committee (Del Marcussen, Susan Freed, Patrick Barry, Dave Robb), a special meeting to amend the bylaws has been announced for June 26th at 1pm at the Town Hall. The amendment will change the minimum number of board members to 4 versus 7.

Meanwhile, there are three current vacancies, although Gerry High will remain until we fill his position. The terms of the three vacancies will end December 31, 2017. Peter and Shanna will remain on the board with the three new candidates until December 31, 2017. Erin has been out of the country and has not confirmed her status with Del. The remaining current board members will expire their terms at the end of December 31st, 2016, which will be replaced by vote of membership. Nomination committee will lead communication with membership about voting process in late September. This will create the rotational terms that are needed and called out in the bylaws. All officer positions will be revisited at the end of 2016. **Action:** Erin to let Del know if she plans to term out at the end of 2016 or stay until the end of 2017.

There has been one person who has submitted his name as a candidate for the vacant positions. In addition to this one person, the board discussed other possible candidates to fill the vacancies. Priority in filling the secretary position is necessary, since that is a position required. Peter and Shanna were given specific names of individuals to contact and all other board members to reach out to other members for suggestions. **Action:** All board members to reach out to possible candidates and report back to Del. **Action:** Shanna to identify someone before the next board meeting to fill in as the secretary.

With Veda leaving, the bank records need to be changed for check signing authority. Since all checks receive two signatures by officers and Byron lives off the hill, it was recommended that Peter become an officer to help with signing checks. **Motion:** By Byron and second by Gerry to have Peter become an officer for check signing and Byron become a board member at large. This would allow Peter, Erin, Del, Shanna, and the future secretary to co-sign checks. **Vote:** 6 approve 0 oppose 0 abstain – MOTION APPROVED **Action:** Shanna to write bank resolution and coordinate to have bank records changed.

Beth has offered to continue leading the member mingles through the end of the year. Shanna reminded everyone that event chairs do not need to be board members. These individuals do, however, need to remember that they represent the membership and board when taking on a role of

an event chair. We also, as a board, should provide a contact person for those individuals. Shanna was original contact for the mingle setup. **Action:** Darcy will become the main contact for Beth. Future event chairs will be given a lead board member at that time.

Other Miscellaneous

- **Supplies / Mug and Deer Maps:** With Veda moving, Dave has offered to become lead person for the storage unit. Keys are currently in the hands of Dave, Erin, Peter, and Shanna. Darcy will also be given a key. Need to decide about ordering more mugs and maps. **Action:** Dave to count mugs and maps. Shanna to get quote for reordering and submit to board at next meeting.
- **Deer Maintenance:** Darcy suggested bringing artists together to share ideas about maintenance of deer and then proceed with maintenance. Stipend for services was recommended. **Action:** Darcy to proceed with proposal about providing maintenance during nice weather.
- **Jenny Egan Proposal:** Jenny was given the opportunity to present a verbal proposal to the board to have a Shakespearean acting workshop series. It was recommended that she contact the local theatre groups, since the 2016 calendar for the AAI is full and we are not sure we are the right partner. **Action:** Shanna to email her a proposal sheet.

Meeting adjourned at 12:05 pm by Shanna.