



Board Meeting Agenda

Thursday, March 14, 2019, 10am to 12pm
Courtyard Gallery

Board Members Present: Donna Elliot, Kara Unland, Cyn Grady, Sebastian Vale

Absent: Rob Padilla, Sasha Nicol, Les Gin

Present: Helen Hixon and Michael Newberry

Due to poor weather conditions, there was no February Board Meeting.

Reports

1. Volunteer Hours: Donna Elliot: 75 , Kara Unland: 20 , Cyn Grady:20 , Sebastian Vale: 4 ,
2. Membership Report : To be sent out shortly
3. Treasurer's Report: To be sent out shortly
4. Gallery Liaison Report : Latest member Mountain Pottery (MP), represented at the meeting today. Plan to promoted heavily the workshops. The workshops will begin to be incorporated into our promotions. They have a movie screen and projector and they said they would offer their space. Also Donna said she will be updating the map in the Explore Idyllwild Directory to include MP. It is likely that some galleries and art hot spots will not be in a financial position to renew their memberships. The AAI will continue to support them with the wider aim of promoting Idyllwild as an art destination.
5. Event/Project Reports
 - Open Studio Model Sessions – No sessions February and March, but will resume in April
 - Here and Now Judged Art Show – February 2, 5-8, well-attended but ended early due to snow.
 - Social Media 101 – February 8, Town Gallery- postponed because of weather, we will reschedule when Lissa Evans is available.
 - Annual Member Meeting & Mingle – March 5, Mile High Cafe. This was a great event with around 50 people attending. The atmosphere was positive with Bruce Watts winning “Artist of the Year” and Scott Finnell and Scott Bump winning “Volunteers of the Year.” Minutes from the meeting are on the AAI website.
 - Imagery of Words – March 16, 5:30-8:30 at theTown Hall. We received over 80 written submissions with artists creating 28 companion pieces. A \$100 prize will be shared between poet and artist chosen as “People’s Choice” winners. We expect a large crowd. Volunteers will be setting up between 10:30 to 3pm.
 - Eye of the Artist – April 26, 5-8, Town Hall. At this event, Artists donate a piece of artwork that will be raffled off to raise funds. Generally, we have 40-50 artists participate. In return, any hanging fees at future AAI shows

are waived. The Silent Auction will include several easels as well as artwork. The Judge is from Idyllwild Arts Academy.

- Studio Tour- May 11, 8 studios confirmed interest. An E-blast will be sent out. \$25 per studio, this will pay for marketing, maps, and commitment. April 1st deadline sign up for studio tour. Must be an AAI Artist member.
- Plein Air- June 15th. Decided no shuttle, postcards 4x6, 1/8 page ad in the Town Crier. We will send Posters out to the list of Associations. If we do not get enough participants due to road closures, we will hold an Autumn Plein Air Event instead and cancel the Spring event. We will go forward on Printing for the Spring event in the hopes that we do get enough participants. Kara Unland did an outstanding job designing the Plein Air posters.
- Deer raffle we still have 2 deers to raffle but will do so when appropriate. Mountain Pottery may be interested in purchasing one in the future.
- The AAI has a booth at the ARF event on June 1st and we help with the kids' art zone.

Courtyard Gallery

1. February Monthly Sales / Financials
 - a. Artwork Sales -\$141
 - b. 10% to AAI- \$14.10
 - c. Sold 1 CD and 1 pin
 - d. Sold 3 CD's at member mingle
2. Gallery Hours- will remain shortened until we feel that tourists are returning to Idyllwild.
3. Carol Mills Retrospective July 19th, following the Ernie Maxwell Retrospective. Donna will liaise with Evan Mills about details.

AAI Grant Proposals

1. Idy Arts Students' Feature Film: We approved a \$1000.00 grant at the last meeting. We will find a convenient time to present the check.
2. Given the current financial situation in Idyllwild due to road closures, the AAI will need to be conservative with its grants as fundraising will be hard this year. We may have to fund the entire Art Walk & Wine Tasting and will push hard to make it a success.

Any other business

1. Explore Idyllwild Directory – Donna is updating the map.
2. Idyllwild Life Magazine (2 ads- Eye of the Artist and Courtyard Gallery)

Adjust your schedules

Imagery of Words- Saturday, March 16th

Eye of the Artists- Friday, April- Friday, April 26th

Next Board meeting- Thursday April 18th, 2019 10am to Noon