

**Art Alliance Of Idyllwild
Annual Members Meeting**

Date: Friday, March 26, 2016

Purpose of Meeting: Annual Members Meeting **Location:** Community Church Basement

Board Members present:

Board Member	Present?	Board Member	Present?
Shanna Robb	Yes - President	Beth Severance	Yes - Hospitality
Byron Ely	Yes – VP Collaboration	Darcy Gerdes	Yes – Social Media
Erin O’Neill	Yes – VP Membership	Gerry High	No
Veda Roubideaux	Yes - Secretary	Peter Szabadi	Yes
Del Marcussen	Yes - Treasurer		

Notes transcribed by: Veda Roubideaux and Shanna Robb

Documents handed out to attendees: Agenda, Membership Questionnaire, Brainstorm Mind Map, 2015 Financial Highlights, Business Card

Meeting called to order at 5:35pm by Shanna.

Shanna welcomed members and went over agenda for meeting. She explained that over the past 9-1/2 months the Board of Directors for the AAI had been focused on three key goals, which would be described and highlighted during the meeting. They were:

1. Create opportunities for membership
2. Give a voice to our membership / Image for the Organization
3. Design a Road Map to future leaders

The members were told that the meeting was to provide a snapshot of key points with hopes that it would ignite further conversation and involvement by members. After providing a timeline and overview of meeting etiquette, the Directors were introduced. Attendees were reminded that the Directors were first and foremost members and fellow artists.

They were also reminded that the organization was only as strong the membership not the leaders and that the organization would only succeed if we create a membership that is actively participating. There was an expressed need to eliminate the “If they built it...we will come” habits that a large portion of the members appeared to have when it comes to volunteering.

The meeting transitioned into highlighting the first key goal which was “Creating Opportunities for Membership”. The 2016 calendar of events, which is now on the back of the newly designed and printed AAI business cards, was presented by Shanna and Darcy. They provided an overview of the following events:

- Two fundraisers - Eye of the Artists, Art Walk and Wine Tasting Walk (Plan to again promote the Art Walk as an all-day art experience versus only a three hour wine tasting.)
- Art Shows - Under \$100 Art Fair, May/July/Dec Art Shows
- Education Series – 5 scheduled are all free to members

- Artist Workshop – 3 scheduled with discount for members
- Free Youth Art Opportunities – June “Science of Art” Workshop at the James Reserve, July “Writing for Performance”, Homeschool art classes
- Gallery Tour – May (Veda Roubideaux leading)
- Artist Studio Tour – June (Darcy Gerdes leading)
- Photo Competition at James Reserve – August (Peter Szabadi leading)
- Jazz Festival Artist Booth – Augusts (Erin O’Neill Leading)

Attendees were reminded that help is needed to run events and that volunteers do not need to be a member of the AAI. In addition to events aiming to create opportunities for artists and galleries/art hot spots, Beth shared the importance of member and community outreach. The feedback about the AAI effort has been wonderful. These events include:

- Member Mingles - \$5 contribution goes to the establishment not AAI.
- Community Potlucks – Two planned in 2016. February potluck was attended by 55.

The second key goal, “Give_a voice to our membership / Image for the Organization”, was outlined. One of the approaches being taken by the board is to create mini-committees to oversee specific areas and make presentations to the board for vote. This was used in creating the new bylaws and also is being used to rewrite the art show categories. Both committees are led by non-board members in order to give members a voice.

Speaking of members, Erin presented an overview of the new “Precious Gems” membership designations, which included the creation of a Diamond Level Sponsorship and Art Hot Spot. Members YTD were 270 with 129 artist members. Attendees were asked to visit the AAI website for benefit packages per level. They were also asked to complete a questionnaire, if they had already done so, to help keep the board informed.

Erin also shared that the board was working on creating a gallery and art hot spot guide since none was created prior to our being seated in May of 2015. She is leading the collection of images and descriptions for the guide.

Byron took the floor and shared that we need our members to want to get involved. He gave a brief description of Middle Ridge’s role in giving our AAI members an opportunity to show in a gallery environment with rotating art shows. More information was in the works, including an artist gathering to explain the final details surrounding the relationship between the AAI and Middle Ridge.

He then led a brainstorming mind map activity aimed to collect information from those in attendance. With the timer set for seven minutes, each attendee was asked to write down ideas for the following two topics:

- How to bring value to members
- How to get members involved

After hearing two ideas per table, he collected the sheets and said that a final summary would be posted along with the meeting notes on the AAI website. He concluded by emphasizing that our collaboration opportunities are not only in visual art, but also with writers, actors, and musicians.

In addition to providing a voice to members, the board wanted to create an image or brand for the organization. We created a new logo that screams “ART”, thanks to the assistance of Janet McAlpine, hung a public bulletin board at the post office to announce our events, created a fresh look on social media and purchased new portable art gallery walls for members shows. Veda

led the effort and showed two walls and explained the layout possibilities and portability of the walls.

The final goal, "Designing a Road Map for Future Leaders", focused on systems put in place by the board. As explained, while the behind scenes work done was not fun, the board felt that it was essential for the future success of the organization and leaders to follow.

This included the creations of tracking sheets for financials, tasks, supplies, volunteers, and events. Systems were also put into place to create transparency and easy to follow financial books for future leaders.

Del explained that this included creating an electronic and paper trail. The goal was to ensure accountability, so the bylaws now state that the financial records will be reviewed by an independent 3rd party when handed over to a new Treasurer or at least every two years. With easy to follow books, future event chairs will be better equipped to create budgets and future leaders will be set up for success. It was also noted that past 990ez tax forms could be found on the AAI website and that monthly board meetings were open to membership.

A document with the 2015 financial highlights was reviewed. It too would be posted on the AAI website when the meeting notes were posted. While over \$11K had been donated out with an addition \$8K+ set aside for upcoming youth art events and the purchase of art gallery walls, attendees were reminded that the AAI was a public benefit corporation and that money collected needed to be spend on the mission. Recommendation were encouraged to be sent to the AAI.

In addition to creating a financial road map, the board had written and voted in a new set of bylaws. As explained by Peter, the new bylaws gave a voice to the membership. In addition to being part of the nominating process for electing their board, future changes to the bylaws would have to be voted upon by the membership. There was also a brief explanation of the staggering of terms. Peter referred attendees to the AAI website where the bylaws were posted. Lastly, Peter mentioned that the board was also in the final stages of creating an Operation Manual aimed to give procedures to future boards and give direction on leading events.

The floor was opened to questions. Topics included the number of events versus number of volunteers, concerns about artists taking sales away from galleries during art walk, how the relationship between Middle Ridge and artists would work, and removal of the Treasurers Weekend event. It was agreed that a follow-up meeting would be set to rollout the Middle Ridge relationship with the AAI artists once finalized by the mini-committee.

Attendees were thanked and meeting was adjourned at 7:25 by Shanna.