

Art Alliance Of Idyllwild Board Meeting

Date: February 20, 2016

Purpose of Meeting: Regular Board Meeting **Location:** Idyllwild Library

Members present:

Board Member	Present?	Board Member	Present?
Shanna Robb	Yes	Beth Severance	Yes
Byron Ely	Yes	Darcy Gerdes	Yes
Erin O'Neill	Yes	Gerry High	No
Veda Roubideaux	Yes	Peter Szabadi	Yes
Del Marcussen	Yes (left at noon)		

Notes transcribed by: Veda Roubideaux

Quorum Met? Yes 8

Other Present: Melody Johnston from Middle Ridge Winery Tasting Room (11:00-11:35am)

Meeting called to order at 10:05 am by Shanna Robb.

Approval of minutes: Approval of January 20th meeting minutes by e-mail

Vote: 9 approved 0 opposed 0 abstain – **MOTION PASSED**

January 20th meeting notes and new bylaws posted on AAI Website.

Eye of the Artist – March 12th

The table was handed over to Erin O'Neill and Peter Szabadi, co-chairs for the upcoming March 12th Eye of the Artist fundraiser. Erin shared that she had collected 3 silent auction items from Spruce Moose, Sky Island, and Café Aroma. More items are needed, so board was asked to approach those that they know for donations. As of this morning there were 28 artist donations. Goal is to have 50-60 donations. Additional email to be sent to artists and galleries.

Fliers for the Eye of the Artist were put into all 2,400 PO Box in Idyllwild. Cost of printing and postage was split with Middle Ridge, who printed their opening on the opposite side of the flier. In the future the flier must meet size regulations and have the EDDM postage mark. A special thank you was mentioned to the post master for helping us with the process. Cost to be added to final budget tracking. Also cost of \$25 for propane reimbursement to Rainbow Inn requested.

The event schedule starts with the delivery of gallery walls on Friday morning. Time to be announced. Darcy will see if her truck is available for moving items out of storage for the event. Intake of artwork will be led by Shanna on Friday from 2pm-4pm. She will get her own volunteers. Hanging starts at 4:30 and need 8-10 volunteers for hanging. Judging will be Saturday morning. Shanna shared that bio for the judge is very impressive and that a press release had been sent to the Town Crier. Darcy offered to also post of FaceBook.

Discussion about raffle and silent auction concluded as such. When a raffle ticket is pulled, if there is a name on it and the winner is not present, they will be called that evening. Pickup of artwork not picked up on Saturday will be Sunday between 10-Noon. If no name and not

present, another ticket will be pulled. For the silent auction items, if the winner is not present when announced, they will be called that evening. If they don't pick up artwork on Sunday between 10-Noon, the next higher bid will be contacted. Peter to work with Veda on making sign for the silent auction table. Also need sign for sales table and ticket sellers with cost of raffle tickets

Discussion about wine sales concluded that wine will be sold for \$4 per glass. This is a fundraiser and \$4 is a fair price. A jar will be placed at wine pouring table with sign stating "Glass of Wine - \$4". Beth to work with Veda on size. Erin to get additional money for wine jar and also for ticket sellers. Bank receipt to be attached to master sales paperwork.

Action: Peter to work with Veda on creating sign for Silent Auction table, Sales Table, and for ticket sellers.

Action: Beth to work with Veda on creating sign for wine sales, as outlined previously.

Action: Erin to get additional cash for event and attached bank receipt to petty cash paperwork. Also create time line for event and contact volunteers.

Action: Darcy to let Erin know if truck available on Friday the 11th to help with storage delivery.

Action: Shanna to send press release about judge to Darcy for posting on FaceBook. Also to send out to artist members on Monday.

ePay Credit Card Processing and Petty Cash

Shanna reviewed the sales tracking form and how the petty cash box is to be used during the event. She also showed how to use the iPad credit card swiper. Petty cash, iPad, and swiper were given to Peter.

Action: Peter to check wifi at Rainbow Inn. If no wifi, will use ePay application on his phone.

Pro-bono Attorney Services

A letter dated February 8th was sent from Jasmine Fisher Hale from Adams Stirling notifying the board that the Firm would no longer be providing pro-bono representation. We acknowledged receipt of the resignation via email, thanked them for their service, and accepted their offer to return all documents and correspondence to our PO Box. Awaiting documents as of this date.

Home School Classes

Art classes for Home School students have started. Teacher, Mary Edmundson, is keeping in touch with Shanna and forwarding pictures for posting. She will be submitting an invoice each month for classes taught, equating to the total \$1,500 voted to be applied to this program.

Summer Youth Workshops

The Writing for Performance workshop in July have been posted on the AAI Website. They will be taught at the library. Series of four 3-hour workshops for students 12-18 years of age will be free. The Science of Art workshop in June at the James Reserve is being planned by Shanna and Jen. The budget is currently being worked on and might go over the original estimate of \$1400. The event is free. A final proposal and budget will be presented at March meeting.

The great news is that the principal at Idyllwild Elementary has given Shanna approval to present both workshops to the 7th and 8th graders.

Action: Shanna to finish Science of Art workshop proposal and budget. Presentation to kids to be done in April.

Donation to Idyllwild Elementary Music Program

The \$1000 donation previously approved in 2015 required a proposal before mailing. Buzz Holmes sent in a request that the money be used toward a planned Spring 2016 production of "Alice in Wonderland, Jr." that will be performed on May 13th and 14th. The \$1000 donation will

offset proposed \$3,500 estimated budget. Between 50-80 students will participate in the musical.

Motion: By Shanna and seconded by Peter to approve giving the \$1000 donation to be used for the elementary school musical.

Vote: 8 Approve, 0 Oppose, 0 Abstain - **MOTION PASSED**

Action: Shanna to coordinate mailing check to Buzz Holmes.

Middle Ridge Winery Tasting Gallery Collaboration

Melody Johnston joined the meeting. Byron began the discussion by revisiting the opportunity that was originally presented in November 2015. At that time, he and Darcy were asked to work with Middle Ridge to create a contract between Middle Ridge and the AAI. After several strategy meetings, conference calls, and a legal review that presented other options, it became obvious creating a framework for a contract was not straight forward and that the process needed to be simplified.

With the goal of preserving the underlying relationship and keep the opportunity open for AAI Artist to be juried into an AAI gallery, the committee and Melody came to the conclusion that the process had to be simplified by removing the middle person. Since the Middle Ridge art gallery opening worked well with them working directly with the artists, there was no reason that future shows couldn't be handled in a similar manner, thus keeping the level of art displayed at a higher level and still maintain the AAI relationship with Middle Ridge.

Byron explained that the AAI will still have a collaborative partnership, but the contract with Middle Ridge would be with the artists not the AAI. There would not be a formal contract with the AAI and Middle Ridge, which meant that there would not be any monthly gallery rental fee and that Middle Ridge would keep all commissions on art sold. Middle Ridge would be running their business just like any other gallery with a commitment of showing AAI artists that go through a juried process. Shows would have 10-12 artists, similar to the current Middle Ridge art show. The jury process would still need to be outlined.

A recommendation was made to revisit in four months to see how the AAI may participate further in regards to contributing financially towards rental space/overhead costs or marketing. Meantime, no contribution for rental would be made. Arrangement for our annual judged AAI events would need to be worked out further. Board agreed that the collaboration with Middle Ridge, while changed, is valuable to our membership and artists.

Action: Byron to create outline of jury process and what the AAI commitment would be in communicating with AAI artists, marketing, shows, etc. To be voted upon at March board meeting.

Miscellaneous

- **Art Show Category Mini-Committee:** Mini-Committee of five volunteer artists have met several times. They will be submitting recommendations before next board meeting.
- **Artist Workshops:** Shanna has posted two of the three artist workshops. Waiting for smARTS to authorize use of their room, which has been done in the past.
- **Printing Update:** We have new business cards. Janet McAlpine is working on new street sign, header for bulletin board, and gallery guide.
- **Gallery Guide:** Erin has met with Gallery and Art Hot Spots. Is leading the collection of pictures for gallery guide. Shanna is getting specs from Janet.
- **Calendar:** May show and Gallery Tour needs someone to chair the event.

Press Release

Peter has not yet created press release to announce new logo, new bylaws, and new membership levels. Was suggested that he create press release announcing member meeting on the 26th and pull in these three topics as items that will be discussed at meeting.

Action: Peter to write and submit press release to Town Crier by 10am on Monday, Feb 22nd.

Miscellaneous

- **Operations Manual:** Peter in process of finishing redline and sending to Shanna for final distribution to board for review. **Action:** Peter to forward to Shanna.
- **Gallery Walls:** Walls have been received. Veda and Shanna to inventory.
- **Potluck:** Had around 55 attendees. Music by Local Color was appreciated and plan for November potluck is in place.

Treasure Report

Balances on all the BBVA accounts as of February 20th are \$14,515.03 in the Preferred Money Market and \$24,929.32 in the General Account. No additional information at this point, as Del has been moving.

Action: Shanna and Del to meet this coming week.

Miscellaneous

- **Appreciation Event:** Final cost for the appreciation event was \$1,525. Everyone seemed to enjoy food and event overall. Notes for next year have been captured.
- **Nature Center May Event:** More information is needed. **Action:** Beth to present update and recommendation at next meeting.
- **Membership:** Erin has been focusing on Gallery and Art Hot Spot visits. Gideon Cohn has joined as a gallery member and Sky Island is our newest Art Hot Spot.
- **Non-Profit Insurance:** A request for information has been requested. **Action:** Byron will follow-up with insurance agent.

Images of Deer Sightings

During last month's meeting the board discussed others using images of the Idyllwild Deer Sightings sculptures or art for profit. This was put on the table, as we had been informed that an artist was using the images on cards being sold for profit. At the time, we agree to send the artist in question a request to reframe from using the images with the option of presenting a formal request. Additional communication on this topic was requested. Board maintained original stand on this topic, which mimicked prior administration regarding the use of the deer images for profit.

Motion: By Beth and Seconded by Byron that images of the Idyllwild Deer Sighting sculptures and artwork is not to be sold for profit by anyone except the AAI or unless a written agreement is submitted and approved by a majority.

Vote: 6 Approve 0 Oppose 0 Abstain – **MOTION PASSED**

Action: Shanna to send follow-up email to artist with copy to the board.

February 26th Member Meeting

Preliminary outline of agenda for member meeting was captured.

Action: Shanna to send final agenda out to board members with timeline.

Meeting adjourned 12:30 by Shanna Robb.