

## Art Alliance Of Idyllwild Board Meeting

**Date:** January 23 ,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	No	Darcy Gerdes	Yes
Erin O'Neill	Yes	Gerry High	No
Veda Roubideaux	Yes	Peter Szabadi	Yes (left at 11am)
Del Marcussen	No		

**Notes transcribed by:** Veda Roubideaux

**Quorum Met?** 6

**Other Present:** None

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

**Approval of minutes:** Approval of January 9<sup>th</sup> special meeting minutes by e-mail

**Vote:** 9 approved 0 opposed 0 abstain

January 9<sup>th</sup> meeting notes and new bylaws posted on AAI Website.

### Treasure's Report

Del was unable to produce her usual Treasurer's Report because she is in the process of moving. Shanna shared that the checking account balance, as of January 22<sup>nd</sup>, was \$28,953 and the Money Market balance was \$24,514. Our Enrolled Agent, at the request of Del, has filed a tax extension for 2015. Del also filed a Raffle Report for Eye of the Artist event and paid 2015 Sales Taxes. She is also waiting for confirmation on whether the new bylaws need to be sent in now or when the 2016 taxes are filed.

### New Logo

An e-mail vote was taken on the two revised logos. Those note present all voted for the second logo design. A final discussion on the two logo designs was continued among those present.

**Motion:** by Beth second by Darcy to accept version 2 of the two revised logos presented.

**Vote:** 5 approved (plus 2 via email), 1 opposed, 0 abstain – **MOTION PASSED**

**Action:** Darcy to contact Janet about getting a quote to 1) create a new large banner tor over the street, 2) a banner for the bulletin board outside the post office. Once the street banner design is approved, another member of the board will get a quote for printing the banner.

**Action:** Shanna to contact Janet about getting logo in format to be used on AAI Website and FaceBook.

**Action:** Peter will write a press release to announce both the new logo and the new bylaws for the Town Crier. Shanna will forward Peter a sample press release format and get an image from Janet for Peter to attach to his press release. Press Release to be copied to board for record keeping.

### **Business Card / Event Card**

Discussion of whether to have events listed on the back of card, as was in the past, concluded that the dates would start in April. All were in favor of having main events printed on back of card. The -877 number will be removed from the business card, as previous board had made mention that they had cancelled the phone number. The Event card produced in the past will not be done this year.

**Action:** Shanna to get dates to Janet and get final business cards printed.

### **Gallery Guide**

All agreed that the Gallery Guides need to be produced. Instead of having a 1-year run, the goal is to run every 6 months to allow the guide to be more current. Goal is to have gallery guides out by March. With Gallery Guide now in the works, this will give Erin time to promote to possible new gallery and art hot spot members. Peter said that he could help with pictures of each location, if needed for gallery guide.

**Action:** Darcy to ask Janet for quote of gallery guides. Shanna to give Darcy samples of past guides for basic direction.

**Action:** Erin to lead effort to visit current and possible new gallery members and art hot spots (see membership) by February meeting. Darcy offered to go with Erin to sites.

### **Eye of the Artist Event**

Event is being led by Erin and Peter. Erin announced that event will be held at the Rainbow Inn. Beth will work with John Simpson, owner of Rainbow Inn, on hospitality. We still need to find a Judge for this event. Theme for this event will be "Wild". Shanna has already sent Erin and Peter information on opening event, flier design, logistics list, and press release. Also sent information on possibility of doing a Post Office Stuffer as option for advertising versus the traditional mailing, which was costly.

**Action:** Erin and Peter will review past events to set up logistics and budget for event. Event to be open along with written outline of logistics and budget sent out to the entire board by the end of this week.

**Action:** Erin and Peter will consult with Town Crier that have template for poster and decide whether to use posters for flyers for advertising.

### **Membership**

A vote by e-mail was taken to accept new membership levels proposed by Erin.

**Motion** by Shanna second by Peter to approved the changes in membership levels.

Memberships where benefits change for the Art Walk tickets, for instance, will be grandfathered in for 2016, as long as their membership renewal is after the actual Art Walk Date.

**Vote:** 6 approved (plus 2 via email), 0 opposed, 0 abstain – **MOTION PASSED**

**Action:** Shanna will communicate with members who will be affected by the changes and write a press release for the Town Crier announcing the new levels of membership

### **Appreciation Event**

Beth passed out a layout map of this event and explained the logistics and procedures to the board. Necessary tables, chairs, food, decorating team and servers are in place. Shanna working on ABC license. Assistance with gift bags and decorating welcomed by Beth.

### **Under \$100 Event**

This event is now full. Waiting for contract from Town Hall. We will be advertising in the San Diego area to draw more visitors for the event.

### **Pot Luck**

An e-mail was sent out asking for volunteers to help with set up and hospitality by Veda. Veda is working on getting entertainment at the beginning of the event. Fliers have been posted and Town Crier running ad and article in coming newspaper. Currently have 25 attendees signed up.

### **Winter Pop Up Gallery**

This event was very successful in terms of giving our Artist Members and the AAI a visual presence over the holidays. We had a good turnout for the reception and about 10 visitors each day. Ten art pieces were sold. The show is set up to break even, which it did. Net financial impact, after expenses, was \$19.63.

### **Portable Art Walls**

Veda gave a final report on cost of 20 wall and equipment needed. All agreed that having the adjustable legs, while more costly, made sense.

**Motion** by Darcy second by Erin to revisit cost limit and approve \$5500 plus tax for new art panels.

**Vote:** 6 approved, 0 opposed, 0 abstain – **MOTION PASSED**

**Action:** Veda will contact Pro Panel company with our order.

### **Show Categories**

Committee is being formed lead by Jacque Swerdfeger to review and advise on new show categories. There will be 5 members on the committee. Thus far the committee is Jacque Swerdfeger, Caryn Gilbert, Carol Landry, and Martha Lumia. Additional member will be contacted by Shanna. As with the bylaws committee, the committee will be led by a non-board member and the final recommendations will be voted upon by the board of directors. Due to timing, the Eye of the Artist will use the categories put in place by the prior board.

**Action:** Shanna to reach out to one other member for the committee.

### **Home School Art Program**

The home school program is moving forward. The teacher for the series is in place and the library has been booked. First parent meeting is set for January 28<sup>th</sup>. The final details and coordination of dates is being worked out.

### **Middle Ridge**

A proposal between Middle Ridge and AAI is being worked out. Byron and Darcy are the liaisons for the board. Prior to finalization of an agreement with AAI, Middle will have a gallery hanging for their opening in Feb showing work from past Artist of the Year and two top volunteers of the year. This was necessary because Byron is still working on the agreement between the AAI and the artist members along with the logistics. Once complete and approved by the board, all artists will be invited to a meeting to share the contracts. Because Middle

Ridge is still waiting for final permits, yet still want to promote the AAI, they have decided to have this opening show of past AAI winners. The opening gallery show, because the contract between the AAI is not yet finalized, will be handled between Middle Ridge and the artists. An artist reception will be held on the 13<sup>th</sup>. The AAI will not be privy to the agreement, but may assist with the hanging.

**Action:** Byron to give update between AAI and Artist.

**Action:** Darcy to talk to Middle about status of opening for AAI artist to show and permits/

### **Education Series / Artist Workshops**

March education series for the FaceBook/Twitter was cancelled but will be revisited because Melody needs to focus on Middle Ridge opening. Erin working on an April education series that was put in place on December 8th. The education series, while so far without a title, will be on April 23<sup>rd</sup> and led by Gary Kerr of Fine Art Impressions located in Palm Spring. Artist Workshops being finalized

**Action:** Erin to send write up to Shanna for April 23<sup>rd</sup> education series.

**Action:** Shanna to send out final Artist Workshop information to board for vote.

### **Deer Images**

It has been brought to our attention that a artist is making cards with copyrighted images of the deer and is selling them for profit. The artist was previously told when Gary Kuschner was president that they were not to use the images for profit. Those present agreed that the images may only be used for profit with written agreements upfront. This was done with Middle Ridge for the deer wine labels, quilters for last year's opportunity quilt, and the Deer Sightings documentary. The AAI will revisit the possibility of creating note cards for sale similar to our mugs for sale.

**Action:** Shanna to send email to artist and ask them to cease using images for profit. Copy of email to be sent to officers.

Meeting adjourned 12:15 by Shanna Robb.