

Art Alliance Of Idyllwild Board Meeting

Date: Saturday, November 21st 2015

Purpose of Meeting: General 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	No		

Notes transcribed by: Veda Roubideaux

Quorum Met? Yes 7

Other Present: Patrick Berry

Meeting called to order at 12:05 pm by Shanna Robb, President of the AAI.

Approval of minutes: Minutes of October Board Meeting approved by e-mail
10 approved 0 opposed 0 abstained - POSTED ON AAI WEBSITE

Terryann Halloran submitted a letter of resignation on November 16th to Byron Ely. In it she asked if there was a type of letter structure that is appropriate or if sending the email to Byron with her intent was enough. In response via email dated November 16th Byron accepted her resignation on behalf of the entire board of directors. During the board meeting all present accepted Terryann's resignation.

Treasurer's Report was emailed out to the entire board of directors by Del. The new ePay system is up and running without any hiccups. Del is working with Steve from ePay. Also, the \$1,620 penalty from the IRS mentioned in last month's Treasurer Report for the past due taxes has been reversed.

Report on Bylaws Committee

Patrick Barry, volunteer Project Chair for the Bylaw Committee, gave an overview of the purpose of the bylaws. He explained that the bylaws are the backbone of the organization and that operational procedures are a separate document that will need to be produced. The committee is working to make sure members have input but also that the board is not restricted from their duty. The committee is using the laws of the State Attorney General and the IRS and the bylaws of several other organizations as reference and guidelines to ensure that our 501c3 status is not jeopardized. The committee will do a final review of their draft on December 2nd.

Thus far they have met 7 times totaling 30 hours. The final proposal of the bylaws will be presented to the board after the next meeting of the committee for review and vote by the board of directors. The turnaround of final changes shouldn't take longer than two weeks.

Recent and Upcoming Events

- **The October Halloween Carnival:** Shanna shared that the face painting was a success and the AAI has been asked to participate again in 2016. It will be on our calendar.
- **French Flag Poster Boards:** Peter will remove posters on Monday. There was discussion of what to do with them. Peter to lead and shared that Press Enterprise was writing an article. **Action** Peter to send pictures to Darcy to be posted on FaceBook.
- **Tree Lighting Booth:** Beth reported that all shifts of volunteers have been filled and arrangements are in place for staging this event. **Action** Beth to purchase gas for the stove for making hot cider.
- **Twelve Days of Christmas Proposal:** In Terryann's letter to Byron she stated that the project was dead. Gerry High, co-chair, was not present and had not responded to email about status of proposal. It was agreed by those present at board meeting that the event was not proceeding any further. **Action** Erin will ask Gerry if he had communicated with any of the gallery members, as we didn't want to leave them hanging.
- **December Winter Pop Up Gallery:** Written proposal received and approved by all directors. We hit a hiccup in the location for the Winter Pop Up Gallery. Erin has located another possible location. Shanna is working with Paul, manager of Village Lane, and will determine final location and final dates for new event by tomorrow, November 22nd. **Action** Once determined, Shanna to post registration on web site and see about getting posters made and press releases sent out.

2016 Proposed Event Calendar

Shanna explained that five board members had met and created a proposed event calendar for 2016. The committee included Peter, Del, Veda, Darcy, and Shanna. The 2016 calendar included many new events and several "filler events", which included Member Mingles, Artist Workshops, and Educational Series. These events are designed to offer our artist other activities between the larger shows and a learning experience to further their art.

The calendar was presented. There was discussion of the cost for the Educational Series. The conclusion was that, depending on the subject, the series would be free to members with a \$10 fee for non members.

Some exciting new events include two collaborations with the James Reserve, a Youth Workshop on June 25th for 7th-12th graders and Photo Competition on August 6th for their 50th anniversary calendar. Some other larger events for 2016 include an Artist Studio Tour, Jazz Festival Gallery Booth, V.I.P. Wine Event the night before the Art Walk, and a special event to collect art supplies for the Help Center. There would be 3 judged events in 2016, as in the past.

Motion by Shanna 2nd by Veda to accept the January thru December 2016 calendar

Vote 7 approved 0 opposed 0 abstained **Motion Passed**

Action: Shanna to update calendar and post on AAI Website.

Funding and Grant Proposal Dave's proposal for funding collected from the Art Walk and Wine Tasting plus two other donations were discussed in detail. Each item was discussed and voted upon by those present.

Action: Shanna to update document and send out to board. Each group receiving any funding from the AAI to be contacted ASAP via email by Shanna with copy to the board. This is to happen after the upcoming holiday week with final press release sent to media after contacts are made. Photo opportunities with assistance of Erin and Peter to be coordinated, if possible. Changes were made to four line items.

Motion: Each item was voted upon by board and passed.

Post Office Bulletin Board

The new bulletin is in place outside the Post Office.

Action: Posters for upcoming Pop Up Gallery to be hung by Veda. Darcy and Janet to create header for inside bulletin board.

Membership Update

Shanna provided Erin some documentation to assist with membership review. Goal is to have final recommendations in place by January 1st 2016.

Action: Erin to present final recommendations prior to December meeting with discussion and vote during meeting.

New Logo

Darcy has been meeting with Janet McAlpine who will be presenting ideas for a new AAI logo to the board. They are also looking at the Gallery Guide format. The redesign will determine the gallery guide, business card, street banner, website, and other marketing.

Deer Project

Darcy has checked on the deer and found 5 need to be resealed and 6 need some artist repair.

Action: Darcy to contact artists for deer that need repairs.

Appreciation Event

Beth is working on the details for hospitality for this event. It was decided that we would invite three of our volunteers who have given many hours to AAI since May when the new board was seated.

Action: Shanna to help Beth send out a "Save the Date" email to the eligible members and the three volunteers.

Banner Project

The new banners have been changed out.

AAI Announcing Outside Events

The board was asked by a member via the AAI gmail account to announce events of other art organizations on and off the hill. Because we are not the chamber, it was agreed that our time and resources should be used to promote our own events with possible exception of fellow Idyllwild non profits who invite our artist members to be part of their event.

Extra Art and Wine Walk Glasses

Michael Di Ganci has offered to buy any excess glasses.

Motion by Veda 2nd by Peter to offer the glasses to Michael for his best price not to be lower than \$2.25 each.

Vote 7 approved 0 opposed 0 abstained **Motion Passed**

Action Shanna will get a count of the glasses

Middle Ridge Winery Gallery

Byron and Darcy are working with Chris and Melody to finalize such questions as cost and cash flow and value to our artist. More information is needed before a contract is formalized. Byron to be main contact with Middle Ridge before presenting draft for final review. Shanna also reminded board that a contract needs to also be created between artists and the AAI who will be hanging artwork in gallery. Hanging, depending on number of participating artist, may only be twice per artist or 4 months total during the year. This is because the estimate hanging space is 30 pieces per two-month gallery showing.

W-9 from CJ's

Beth has printed copy and is still working with CJ's to complete form.

Nature Center - Date Festival Booth

Sandy from the Nature Center reached out to us about sharing the \$400 cost to have a booth at the February 13th Date Festival. Because we have an event scheduled for February 13th, the decision was to not participate.

Action: Shanna to thank Sandy and let her know we will not be participating.

Art Scene Magazine

Discussion as to whether we should advertise in this desert publication, which is a one-year publication. We are being given 50% off on ad and featured highlight (up to 115 words).

Motion By Shanna 2nd by Byron to advertise in this publication not to exceed \$400.

Vote 7 approved 0 opposed 0 abstained **Motion Passed**

Action: Shanna to work with Janet to design ad focused on main 2016 events with notation of galleries.

Meeting adjourned by Shanna at 2:15 pm. Next meeting December 12th.