

Art Alliance Of Idyllwild Board Meeting

Date: October 24, 2015

Purpose of Meeting: General Meeting

Location: Idyllwild Library

Members present:

Board Member	Present?	Board Member	Present?
Shanna Robb	Yes	Beth Severance	Yes
Byron Ely	No	Darcy Gerdes	No
Erin O'Neill	Yes	Gerry High	Yes
Veda Roubideaux	Yes	Terryann Halloran	Yes
Del Marcussen	Yes	Peter Szabadi	No

Notes transcribed by: Veda Roubideaux

Quorum Met? Yes 7

Others Present: Dave Robb

Meeting called to order at 11:07 by Shanna Robb, President of AAI.

Approval of minutes: Approved by September Meeting Minutes via e-mail
Approved 7 Opposed 0 4 Abstain – **Motion passed**

The board acknowledged Cate's resignation to further explore personal travel and art directives. They appreciated her help during the first five months of transition and welcomed her offer to help out as time permits.

By-laws

The by-laws committee has had two successful meetings. They will present recommendations to the board for board review and vote once finalized. The final draft will be reviewed by an attorney for any changes and suggestions.

Public Art

Signs directing people not to climb on the monument have placed on the monument by David Roy at no cost to the AAI. Peter was given a card last month to send a thank you to David.

Banner Project

Film Festival banners are the next to be hung and should be in our hands by November 1st. Two poles are broken and need to be replaced.

Motion by Shanna 2nd by Gerry To purchase needed pole replacements.

7 Approved 0 opposed 0 Abstain – **Motion passed**

Action Shanna to move forward with purchase and installation.

Bulletin Board

Agreement with owners of the post office building was reviewed and signed off by Byron. Bulletin board has arrived and will be put in place outside post office by Dave Robb once proper anchors are secured.

Action Dave to hang bulletin board

Painted Deer

Darcy is overseeing maintenance of deer. Update to be provided at November meeting.

Bulk Mailing Permit

The cost of the permit is \$250 a year. Ten percent of the mailing that was done for the Art and Wine Walk was returned. It appears that out of those who signed up for the event via online, very few did so because of advertising through this mailing. As discussed in the September board meeting notes, it was again suggested that we let the permit lapse knowing we can still use it within two years if we wish. Future mailings may wish to consider purchasing mailing list, thus avoiding high percentage of returns and allow for more of a calculated mailing.

Motion by Erin 2nd by Veda To let the permit lapse
7 Approved 0 Opposed 0 Abstain - **Motion passed**

Treasurer Report / IRS \$1620 Penalty

Del emailed her treasurer report prior to the meeting to the entire board. In the report she noted that we received notice of a penalty of \$1620 for late filing of the 2014 Taxes. Specific details of the late filing, which was due prior to our being seated as the new board, were outlined in Del's treasurer report. A letter has been sent to the IRS to ask for a reversal of this penalty explaining the reason for the late filing by our Enrolled Agent. Status is pending.

Working Budget / Facebook / W-9's

Del and Shanna are going to start creating a working budget that will require a written proposal for all 2016 events by the end November. Overhead costs are currently being calculated. Darcy will continue to handle the Facebook and has forwarded a 2016 proposal to be included in the 2016 working budget. Del expressed the need for event proposals for 2016 and event calendar for 2016. Both need to be in place soon so that the 2016 working budget can be finalized.

Action All board members to present a written proposal for event they wish to run once agreed upon by fellow board members.

Action We are still waiting for W-9 forms from some musicians, Byron to follow up. Beth to follow-up on W-9 requested from CJ's for services provided early this year.

Government Paperwork Filing

The review of the paperwork required by 501c3's to the Franchise Tax Board, State Board of Equalization, Secretary of State, Attorney General, and IRS has been completed. Peter changed the Process of Server, thus removing the prior Treasurer's contact information. Outstanding changes include correcting the Attorney General's contact information, which has Bill Sperling listed, and also the filing of the 2015 Raffle Report Proceeds. The filing is late, as it was not filed prior to our taking office, so a penalty may be applied.

Action Shanna will develop as spread sheet calling out the times each agency needs to be contacted with any changes that agency needs to know about. This will be useful to future boards.

Action Del, with the assistance of Shanna, will file the 2015 raffle report.

Art and Wine Walk

An e-mail has been sent out to the public showing the preliminary revenue and expenses for the 2015 Art and Wine Walk. Preliminary Net Proceeds for the 2015 event are:

Revenue: \$29,995.02
Expenses: \$8,990.29
Net Proceeds: \$21,004.73

Specific amounts and programs receiving funds will be announced via a press release once they are finalized. Many wonderful comments from participants, Art Hot Spots and galleries have been received. Several businesses, including one that has been in business for 19 years, said that the Art Walk was the best revenue day in the history of their business.

Feedback is being collected and will be saved on a disc for next year's event chair. With the event now completed, Veda will once again oversee the AAI gmail account.

Funding / Grant Proposal

Dave Robb had been in contact with the Arts Academy, Smarts program, Hemet High and Home School parents. He handed out a proposal for the \$20K from the Art Walk and \$2,500 from two other donors, which is being reviewed by the board. Due to time and because three board members were not present, the vote was postponed.

Action Shanna will send out preliminary snapshot of AAI's financials along with Dave's proposal for funding and grants for vote by the board.

Membership

Erin expressed the need for collaboration with members, Galleries and businesses to truly work together to enhance our village as an art community. The board discussed the need to review the membership levels and benefits to better be able to communicate the advantages of membership to existing and new galleries and businesses. A written outline was not presented due to scheduling and health challenges.

Action Gerry to talk to the new galleries with Erin.

Action Erin to send out written outline of how she plans to communicate with both new and lapsed members prior to next board meeting. Also to provide list of memberships along with outline of benefits for each membership level.

Meeting Minute Approval Process

Veda shared that she will continue to send out meeting minutes within 5 days of each meeting. The board members will be given a set period of time to respond with corrections or additions. It is the responsibility of each board member to contact Veda if they don't receive the minutes for approval. If no reply is received prior to deadline, Veda will tally this as an approval and move forward with posting minutes along with any other reports. Per Erin, this is how other boards that she is on handle meeting minute approvals.

New Logo

Veda shared research that she did on logo contracts. Janet Mc Alpine, an artist member who has a graphic design business, has given the board a quote of \$750 for 3 possible new logo designs with letterhead and envelope.

No other board members had contacts available to assist with design. The goal is to get a new logo voted upon so that a street banner, business cards, gallery guide, etc can be created.

Action Shanna will ask for a revised proposal for logo and business card only from Janet, which will in turn be sent out to all the board members for review along with Janet's resume, sample logos, etc..

Street Banner

We received a generous \$100 donation to be credited against the Art Walk, new signage, or AAI public art.

Motion by Erin 2nd by Veda To spend the \$100 on a new Street Banner after the new logo is created.

Action Shanna to either send a written thank you or make a personal call to thank donor
7 Approved 0 Opposed 0 Abstain - **Motion passed**

Gallery Guide

Gerry will lead on this project once the new logo is created. Has not reached out to Byron about gallery roundtable.

Action Gerry to contact Byron to schedule.

Event Cards

On hold until list of 2016 events is finalized and new logo is created.

Palms to Pines

With focus on the Art and Wine Walk, the deadline for our advertisement in the P2P became a challenge. All agreed that the Town Crier needs to forward deadlines for both P2P and Explore Idyllwild book to avoid repeat situation in future.

Action Shanna will coordinate design of ad and request that Town Crier send deadlines.

Halloween Carnival – October 31st

Only two artists have stepped forward to help with the face painting, which is a very disappointing outcome from an artist driven organization. One final email will be sent out to membership requesting assistance.

Tree Lighting – November 28th

Tree Lighting proposal and information was presented by Beth for review by the board. Last year the AAI donated \$1000 to the Tree Lighting. While it is a worthy cause, it is understood that any amount of a donation does not fall under our 501c3 mission. Shanna already received a call from Phyllis and discussed the limitations.

Because we don't want to jeopardize the AAI's 501c3 status, it was suggested we offer a \$75-\$100 site rental payment that they may apply as they wish. Erin suggested that we expand the booth to include art for sale and offered to contact Phyllis Mueller, lead for the event. There was concern about the timing of adding additional booth and coverage by artists. Erin offered to lead.

Action Erin to contact Phyllis.

Action Based on what Erin elects to do, Shanna will then send out final email to board about donation amount for site rental.

Winter Solstice – December 19th and 20th

No written proposal was sent out for the Winter Solstice event by the event chairs, Gerry and Terryann, although stipulated in last month's meeting notes. Terryann and Gerry shared that they wished to first verbally present a new event idea to the board that would replace the December collaboration with the Master Chorale. They would then proceed with putting the proposal in writing.

Since the Master Chorale has changed location for the event, it was understood that it may not be possible for us to setup a gallery at new location. Buzz Holmes, however, had not been contacted by either Terryann or Gerry to discuss or physically look at location.

Terryann and Gerry proposed a new event in lieu of the Master Chorale collaboration called "The 12 days of Christmas". It includes three weekends in December (Thursday-Sunday) with gallery members giving up a wall for AAI Artist Members.

There was discussion that timing was running out for this annual event and that, because none of the galleries had been contacted, that the physical layout of each of the eleven gallery members may not be feasible. Terryann and Gerry said they would proceed with getting their idea formalized in writing and send out to the board after talking to all galleries.

Action Veda to send duplicate event packet to Terryann via mail per request

Action Terryann and Gerry to email written proposal, including timeline, literature design, and projected costs to entire board.

2016 Events

A special meeting outlining the 2016 event calendar will be planned, as we are running out of time in our general meeting;

Action Shanna to send out date and location of meeting to board members.

Meeting Adjourned at 1:00 pm by Shanna Robb. Board entered into closed Executive Board meeting.

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