



## **Annual Member Meeting**

February 17, 2018 from 6-9pm

at the Community Church, 54400 N. Circle Drive

### **MINUTES**

**Meeting called to order at 6:45pm**

**Board Members Present:** Donna Elliot, Peter Szabadi, Holly Parsons, Eric Yandell, Rob Padilla, Desert Chavez, Cyn Grady

Total number of people present: 75

**Introduction by AAI President, Donna Elliot:**

- + Highlighted 2017 events
- + Awarded the 2018 "Volunteer of the Year" award to Eileen Loiacono and Gary Kuscher (awards created by Sasha Nichol of the Spruce Moose)
- + Awarded the 2017 "Artist of the Year" award to Cher Townsend (award created by Scott Finnell)
- + Thank you to all volunteers but especially the spouses and partners of Board members
- + Thank you to members, galleries, art hot spots, the community for their support
- + Financial overview as handouts (separate attachment)
- + Update on the Deer Herd Expansion Project (separate attachment)

### **Membership Report**

AAI has a total membership of 290, of which 161 are Artist Members. We added 12 new members in the last 30 days.

## Format of the Meeting

Seven round-table discussions with ideas summarized as follows:

### 1. Art Walk & Wine Tasting

- a) New timings with the Art Walk from 11am to 5pm and the Wine Tasting from 1-5pm
- b) Volunteer shifts 2 hours and 4 hours if Wine Tasting hours extended
- c) Create volunteer teams early, meet often, training
- d) More shuttles running until 6pm and more stops
- e) Check if we can use the new Idy Park
- f) Check whether we can block off North Circle as other events are able to do
- g) Outdoor signage to identify locations of pouring stations + names of the wineries at that location
- h) More wineries to cut down on lines, but keep the 1,200 ticket sales
- i) Set up "AAI Central" at the AAI's Art Visitors Center at the Courtyard Gallery
- j) Clear, succinct communications with wineries, artists, site hosts, etc.
- k) Where possible, concentrate 2-3 wineries at the same location and spread in-between artist booths
- l) Arrange a wide range of musicians playing a wide range of music (pop, R&B, classical, etc.)

### 2. Events/Artist Workshops

- a) Offer 3-4 Judged Art Shows per year, some suggested only 1-2
- b) Collaborations with other types of art (drama, music, written word, etc.), community events, non-profits,
- c) Financial support to members for artist workshops or art training
- d) Offer opportunities for members to grow into other mediums
- e) Subsidize memberships for "starving" or student artists (donations for this from sponsors?) in exchange for teaching a class or gallery sitting
- f) Offer all local non-profits a free AAI non-profit membership
- g) Offer workshops at beginner levels for all mediums (watercolor, oil, photography, etc.) following up with advanced workshops
- h) Offer a Smartphone Photography workshop
- i) Offer both Saturday and evening workshops / talks
- j) Art workshops for families, children, couples, assemblage / found objects
- k) Combine more events with art and music
- l) Monthly artist demos, art walk spring/summer
- m) Arrange a regional art association mingle
- n) Connect with other galleries to exchange exhibitions
- o) Retrospectives to honor the Idyllwild artists who have passed away
- p) Guided tours throughout Idyllwild, for example of the Painted Deer

- q) Collaborate with inns and restaurants to offer art + nibbles
- r) Student art shows
- s) Hold mingles at the Community Church venue
- t) Talks about art subjects, famous artists
- u) More center of town venues
- v) Arrange an event where we can introduce Home / Interior Designers to the art galleries in Idyllwild (perhaps collaborate with the Home Tour)
- w) Arrange field trips to galleries, art fairs, museums, exhibitions off the hill

### 3. Public Art

- a) Sculptures in the center of town
- b) Painted deer in the new Idy Park
- c) Painted trash cans, benches, picnic tables, propane tanks
- d) Murals
- e) Engage shops to put something iconic and cohesive in their windows – perhaps event-related

### 4. Grants for art-related projects

- a) Animal art (exhibition at Living Free, ARF, etc.)
- b) Youth organizations
- c) Summer School Scholarships to Idyllwild Arts
- d) Field trips to external art events, museums, exhibitions, etc.
- e) smARTS
- f) Other types of art (drama, music, dance, etc.)
- g) Rustic theatre performances
- h) Associates of Idyllwild Arts
- i) Idyllwild Arts Foundation
- j) Arrange buskers throughout town for events
- k) Transport for field trips to art-related events off the hill
- l) Adult art education / projects

### 5. AAI Art Visitors Center at the Courtyard Gallery

- a) Art + Pet Event
- b) Music concerts (particularly with school students)
- c) Quilt displays
- d) Create a roster of artists with their mediums to get to know each other
- e) Student involvement to learn how to hang artwork, judging artwork, gallery operations, etc.
- f) High visibility advertising to get visitors to Idyllwild
- g) Gallery Guide + other brochures (maps, businesses, restaurants, lodging, etc.)
- h) Bulletin board with upcoming community events
- i) Retrospectives to honor Idyllwild artists who have passed away

- j) Themed art shows
- k) Promote events via a postcard put in with restaurant folders with diners' bills

#### 6. Volunteers

- a) Place an ad in the local paper, non-profit newsletters, etc. seeking volunteers for events (particularly the Art Walk & Wine Tasting)
- b) Encourage AAI members to volunteer at other community events to foster reciprocity
- c) Offer discounts on AAI events in exchange for help
- d) Ask members and the community to use their networks to get volunteers

#### **Next Steps**

- + The 2018 Board Meetings will discuss these ideas, implement as possible or research as necessary
- + Arrange individual planning meetings to implement ideas, events, workshops, etc.
- + Contact those who offered to volunteer for events and projects

**Meeting adjourned at 8:30pm**