

Art Alliance of Idyllwild Board Meeting

Date: Saturday, November 19, 2016 (9am-10:45am)

Purpose of Meeting: General Board Meeting **Location:** Shanna's House

Members present:

Board Member	Present?	Board Member	Present?
Shanna Robb	Yes	Darcy Gerdes	Yes
Byron Ely	Yes	Zack Steinhaus	Yes
Erin O'Neill	No	Peter Szabadi	Yes
Jacque Swerdfeger	Yes, left at 10am		
Del Marcussen	Yes		

Notes transcribed by: Shanna Robb

Quorum Met? Yes 7

Other Present:

Meeting called to order at 9am by Shanna, President of the AAI

Approval of minutes: October 2016 General Board meeting minutes were approved via email and posted on AAI website.

Nomination Update: There were a total of 62 members that voted in our first official online voting process. A planning meeting with the new board is in the works. Joining Peter Szabadi, Jacque Swerdfeger, Zack Steinhaus, and Shanna Robb on the board are Jerry Baccaire, Judy Hoyt, Rob Padilla, and Martha Lumia. Thank you to Del Marcussen, Byron Ely, Erin O'Neill and Darcy Gerdes for serving the membership since May 2015. Nomination process went smoothly, but recommend amending bylaws to have process start earlier to allow following year's calendar of events to be set by November. Also, recommend having a joint board meeting with current board and new board in December. **Action:** Shanna to invite new board members to December Board Meeting.

Annual Membership Meeting: Currently only have one member meeting a year. Recommend having two meetings per year. This will help board to express needs of the organization and target events to membership. Recommend quarterly gatherings to allow new members to meet board. **Action:** Recommendations to be shared with incoming board.

Misc Updates:

- Halloween Carnival face painting booth was a success. Had five face painters and two board member volunteers (Zack and Shanna).
- Two new pop-up galleries are open and art is selling. There are 19 artists with 54 pieces in the Mini Show and 35+ artists with over 90 pieces in Art*Gift*Love. Both shows look great and will close down in early January. Gallery guides are being handed out at both shows.

- Art supplies for the HELP Center have been ordered. No additional donations were made after the October Mingle at Café Aroma. Recommend repeating next year, but limiting supply collection to the mingle only.
- A \$50 check for advertising was sent to the Master Chorale for their winter chorale event. Vote was done via email.
- The \$1000 check for the Elementary School Music Program's proposed musical was delivered this past week.

Gallery Meeting: An overview of the gallery meeting was sent out to the board by Erin. Some galleries complained that we are not doing enough advertising or promotion of their business, even though Erin explained that we collect significantly less money in their membership fees compared to the amount of money spent on the Idyllwild Explorer (4-page spread) and Gallery Guides (now printed twice a year).

The final recommendation is that the galleries/art hot spots collectively meet once a quarter. None of them are interested in stepping up to be the liaison at this time, so suggested that a board member be the Gallery Liaison. The board agreed that the focus should continue to be on concept that Idyllwild is an "art center". Need gallery and art hot spots to be actively involved. Suggest having them send in a calendar of events once a month that can be referred to in social media and our email blasts. Also suggested reaching out to Town Crier about creating an arts column. **Action:** Peter to reach out to the Town Crier. **Action:** Shanna to make suggestion to new board about having a designated gallery liaison.

Membership: Peter, Zack, and Jacque to meet with owners of The Town Baker at 10am on December 1st. Shanna shared that goal for 2017 should be to know versus grow membership. A proposal was received by Kelley Padrick which was reviewed. The board collectively elected to respectfully decline. **Action:** Shanna to send a letter to Kelley with a copy to the board.

Art Walk and Wine Tasting Update: Shanna shared that the event was a record year. Expenses were \$12,275.48. Revenue was \$39,048 and Net Proceeds were \$26,772.62. Per the agreement with the Associates of IAF, 40% of the Net Proceeds or \$11,000 will be donated to them. This leaves over \$15,000 for the AAI's mission. The collaboration with the Associates of IAF next year is recommended. Combined donations YTD by the AAI is at an all-time record.

Scholarships/Funding: The board revisited some of the funding that had been put on hold until after the Art Walk and Wine Tasting. Amounts already approved, but waiting to be funded, were Home School (\$1,556) and two events lead by Sandii Castleberry (\$1,035).

- Motion: By Zack and seconded by Peter to donate \$1,000 to Idyllwild Arts Foundation for an outgoing Idyllwild student going into one of the arts in college. Vote: 7 Approve, 0 Oppose, 0 Abstain – **MOTION PASSED** **Action:** Del to cut check. **Action:** Shanna to coordinate presentation of check.
- Motion: By Jacque and seconded by Zack to donate \$1,500 to the 2017 Idyllwild Arts Summer Program Youth Program Ages 13-18 to be used for Idyllwild youth scholarship(s). Vote: 7 Approve, 0 Oppose, 0 Abstain – **MOTION PASSED** **Action:** Del to cut check. **Action:** Shanna to coordinate presentation of check.
- Motion: By Del and Seconded by Jacque to give \$1,000 to the smARTS program with the stipulation that a proposal of where funds would be used is presented to the AAI Board for final approval. **Action:** Shanna to send to send out email to smARTS with copy to the board requesting proposal.
- Additional money to be set aside for the new board to determine use of funds, with recommendation of doing a public art project in 2017.

Treasurer Report:

The Bank Balance is \$35,549.37 after the cutting of the check for the Associates from the Art Walk and Wine Tasting. The concern is that filling the treasurer position is going to continue to be a challenge. While the AAI now has financial tracking forms in place and our Enrolled Agent shared that our books look good, creating an Operations Manual for incoming treasurers still needs to be done this coming year. While not necessary, it will help make the transition easier. If we can't find someone to do the bookkeeping and entry of data, there may be a need to hire someone to do books. Having a board member fill the treasurer position that understands the numbers and reports, however, is a must. Suggest putting word out to membership mid-year to see who might have QuickBooks experience to fill the Treasurer position when nominations are opened next year.

Dave Robb will be attending next joint board meeting to present review of budget for operations. With a degree in Finance and MBA with emphasis in Accounting from USC, the board looks forward to further understanding the needs of the organization. **Action:** Byron to reach out to Dave to review numbers and recommendations.

Phone and Processing Credit Cards: We currently have a flip phone. We don't get that many calls, with exception of around the Art Walk and Wine Tasting, so no immediate need to upgrade the phone. We do, however, need to change the account from a personal account to a business account. We also can no longer use the iPad that had been donated to the AAI because the operating program is too old to accept the credit card ap that we use to process sales. Suggest voting on getting a new iPad at next board meeting. **Action:** Zack to research how to change Verizon phone to a business account and also cost of getting an iPad without a plan.

2017 Events: Current Board reviewed 2016 events and made recommendations for 2017. Some new ideas were to have a Taste of Art Soup Night and add an "Art Talk" to Mingles. Many ideas require active involvement by the galleries and art hot spots, if they want the foot traffic. **Action:** Shanna to share recommendations about current event and new events with new incoming board.

Other:

- **Deer Sculpture** at Café Aroma was found damaged. Footing was pulled out of ground. A police report was placed by staff at Café Aroma with the sheriff department. Dennis Gerdes and Dave Robb are going to try repairing. **Action:** Dennis and Dave to fix deer, if possible, before coordinating with Rachel Welch to paint.
- **Storage keys** need to be changed in January.
- **Name badges** for the board was recommended. Zack has resource for the type of nametags he recommends. **Action:** Zack to research cost.
- **Flags for Galleries and Art Hot Spots** was discussed. **Action:** Shanna to send Peter pictures of flags she saw in Montana. **Action:** Peter to research options and cost of flags, including poles and brackets.

Next board meeting Saturday December 10th, from 10am-11:30am.

Meeting adjourned at 10:45am by Shanna.