



Quarterly Board Meeting Minutes

Wednesday, October 21, 2020 at Mountain Pottery

Meeting called to order at 2:00

Present: Donna Elliot (DE), Cyn Grady (CG), Helen Hixon (HH), Rob Padilla (RP), Les Gin (LG) and Diana Orr (DO)

Absent: Sasha Nicol (SN), Christine Hunt (CH)

Volunteer Hours: DE: 50; CG: 50; RP: 40; HH: 10; LG: 15; DO: 5

Reports

1. Membership Report (Attached)
 - a. Membership Renewals at Half Price and full funding of memberships – We had a good take up of this offer, particularly with Galleries and Art Hot Spots. The IECF Grant is funding these memberships up to \$3,000.
 - b. Lapsing Members – CG offered to call those members who have lapsed. If not renewal, we will archive them.

2. Treasurer's Report (Attached)
 - a. IECF Grant Expenditure (accounting due mid-January, 2021)
 - i. Eye of the Artist – Budget \$2,500; Spent \$2,400
 - ii. Christmas Art Kit Gifts – Budget \$1,500; Spent \$1,032.65
 - iii. AAI Gallery – Budget \$3,000; Spent \$3,000
 - iv. Membership \$ Support - Budget \$3,000; Spent \$2,340 (will update with the latest memberships by the end of October, 2020).
 - b. Neil Jenkins has been working with Steve Desterhaft to streamline our Quickbook accounts and our financial processes.

Events/Projects

1. Eye of the Artist – Saturday, October 17, 2020
 - o Financials
 - o Income:
 - Silent Auction - \$3,784.00
 - Raffle Ticket Sales - \$2,672.00
 - Artists donating their Cash Prize Money to the AAI - \$350.00
 - TOTAL INCOME: \$6,806.00
 - o Expenses
 - \$518.28
 - The IECF Grant funded the \$2,400 prize money for the ribbon winners
 - o PROFIT TO THE AAI
 - \$6,287.72 (possibly the most profitable "Eye" event ever.)
 - o Post Event Publicity:
 - Press Release with a list of the Ribbon Winners in the Town Crier

- Facebook post with the Ribbon Winners and their artwork (AAI, Idyllwild Life and Idyllwild CVB pages)
 - New slideshow on the AAI website featuring the 2020 Eye of the Artist event
 - Poster on the AAI Facebook page listing our Silent Auction sponsors (AAI, Idyllwild Life and Idyllwild CVB pages)
 - DE will post further details of the participating artists and their artwork
 - Donation Letters – DE is working on these.
 - Debrief – We received some constructive feedback that we will use for next year's event.
 - We will call David Roy with a special thank you for his generous donation of two hand-carved squirrels. These raised \$900 in the Silent Auction.
 - DE also offered Shane Stewart one of the new painted deer if he wants one on one of his properties.
2. Christmas Art Kit Gifts
- We will set up tables in front of the Post Office. The gifts will be divided by age group. The date is Friday, December 4, 2020. We will advertise this shortly.
 - We will also consider art kits to the seniors served by Idy's Helping Hands. We will ask Debbie Daniels to find out from the seniors what type of art kits they would like.
3. Holiday Art Faire: The AAI will stage this in Mile High's parking lot on Saturday, November 28th. We will reschedule it for the following Saturday if poor weather on 11/28.
- CG to clear the date with Nam.
 - DE, CG and RP to meet to discuss details.
 - DE to handle publicity.
 - CG and RP to handle set up, etc.

AAI Gallery

Renovation Plans

- Neil Jenkins will install new locks on the front door this week.
- We will start moving items from storage into the gallery.
- DE will work on a Gallery logo.
- We will arrange for new gallery signs as well as putting up the metal Dore Capitani sign.
- DE is still working on getting an electrician into the building to check out the electrical work there.
- Cyn Grady has agreed to become the AAI Gallery Manager.

Executive Committee

1. DE nominated CG to take over as President of the AAI from January 1, 2021. CG has accepted the nomination.
2. DE will become the Marketing and Event Chair from January 1, 2021
3. DE nominated Neil Jenkins as Treasurer from January 1, 2021. NJ has accepted the nomination.
4. Diana Orr nominated Helen Hixon as Secretary from January 1, 2021 and HH accepted the nomination.

CG proposed the above; seconded by DO. In Favor: All; Abstain: 0; Against: 0

Next Quarterly Meeting: Wednesday, January 13, 2021

Meeting ended at 3pm.