



Special Board Meeting Minutes

Wednesday, September 2, 2020, 2:30pm at Mountain Pottery

Meeting called to order at 2:40

Present: Donna Elliot, Cyn Grady, Brian Tracy, Helen Hixon

Absent: Les Gin, Sasha Nicol

Update on July 8th Board Meeting Agenda Items

1. Artist Profiles on AAI Website – Donna approached Jenny Kirchner about producing the artist profiles that would go on the website. However, due to time constraints, Jenny could not take on this project. We will not pursue this position until we are more certain of the AAI's financial position.
2. Online Gallery – Don Roy looked into this possibility. It proved to be fraught with potential reputation damaging obstacles. Instead, the AAI will offer booths at appropriate events and other sales opportunities when available. Mountain Pottery offered space to the AAI for Thanksgiving and Christmas popups when they have sales.
3. The Riverside County Inland Empire Community Foundation – Non-Profit Assistance Grant – The AAI received a Grant for \$10,000. The funds will support the AAI and the community through this difficult time.
4. Reed Foundation – Grant for \$10,000 includes the following projects:
 - a. Painted Deer Project – Budget \$3,600
 - i. We have 8 deer sculptures in addition to the family of deer for Idyllwild Arts Academy. The artists have a deadline of May, 2021. We hope to stage a "Herd Gathering" before the deer are installed. Potential deer sites
 1. Strawberry Plaza
 2. Idyllwild Heating & Air Conditioning
 3. Village Lane
 4. Forest Lumber
 5. Community Garden
 6. Town Baker/Nursery
 7. Strawberry Village
 8. Idyllwild Arts Academy (family of 3 deer)
 9. Forest Realty
 10. Strawberry Village
 - b. 2 Art Academy Scholarships during Summer 2021 – Budget \$3,800 with the AAI paying for an additional scholarship (there are also surplus funds available from the 2019 Reed Grant).
 - c. 8th Grade Legacy Tile Project - \$700 – Neil Jenkins will liaise with a teacher to lead this project.
 - d. Home School Student Art Classes - \$900 – We may substitute in person art lessons for art kits.
 - e. AAI Admin \$1000 – this amount may be used by the AAI to support its administration of the grant projects and for its operations.

Events/Projects

1. AAI Booth at Art in the Park over Labor Day Week-end – Rob Padilla and Eric Yandell will head the set up and take down of the booths. Cyn Grady will oversee the sales process. There are 10 artists taking part who will also help with the event.
2. Eye of the Artist – The Board discussed several outdoor locations where we might stage this event. The two shortlisted: the Town Park or the parking area at Mile High Café. We received permission from Shane Stewart to use the Town Park. We will check out the parking lot at Mile High Café next week. A potential date is Saturday, October 17.

Publicity Scrapbook and Marketing Materials Binder

Purchased and organized by D Elliot. These materials were at the meeting.

Town Crier Annual Contract

We discussed the benefit of pre-paying for each ad and Explore Idyllwild Directory as needed rather than committing to an annual contract. Cyn Grady proposed that we take this approach. Seconded by Helen Hixon. In Favor: All, Against: 0, Abstain: 0

Gallery and Visitors Center at Mile High

Nam Joo Kim at Mile High Café has generously offered the AAI the cabin next to the café (vacated by Vacasa). She will not charge us rent. We will pay for electricity and water. The space is large with 2 rooms and a bathroom and some storage. It would need to be spruced up and turned into a gallery. It also has room to establish a Visitors Center. Nam would also like to see her back parking area used for week-end art fairs, artist workshops, artist demonstrations, etc. There is also space in front of the cabin for popups, etc. She feels it will bring business to Mile High, but mainly she wishes to support the AAI and the community.

Ideas for moving forward:

- Ensure a 12-24 lease
- Find out the square footage
- Arrange for the board members to view the space

AAI President from January, 2021

According to the AAI By-laws, my term must expire at the end of December, 2020. We need to recruit a new President by the end of the year. If this does not happen, we have no alternative but to dissolve the AAI.

Support for Local Artists

Brian Tracy offered to head a project where the AAI produces a prepaid download music card to include original music by local musicians. This project would pay the musicians and producers during a time when no other gigs are allowed. Brian Tracy will prepare a proposal with a list of potential musicians, producers and costs. The Board can then make an informed decision.

Next Quarterly Meeting: Tuesday, October 20, 2020