



## **BOARD MEETING**

Meeting Minutes

June 23, 2017

Clayworks Yard

**Board Members Present:** Rob Padilla, Peter Szabadi, Judy Hoyt, Donna Elliot Desert Chavez, Aaron de Marco, Eric Yandell

**Members Present:** Jill Peebles

Rob Padilla called the meeting to order at 10:00 am.

Peter presented the Treasurer's report, we have \$19,000. in the bank. Samantha Hallburn is the new accountant . Credit card for FB boosts (\$300) has been deposited. All checks for reimbursement have been sent. The full Treasurers Report will be posted on the website. Peter will be away from June 27 to July 18<sup>th</sup> but we may request checks from Sam. We should send a copy of the check request by PDF to Peter.

Judy passed around a sheet requesting volunteer hours and once it was completed, it was given to Peter for tax purposes.

### **KEYS- ACCESS**

- P.O. Box 3510: Donna & Desert have keys.
- Bulletin Board: Donna & Rob have keys
- Storage: Peter, Donna, Rob & Desert have keys. Storate paid until June 15, 2017.
- Gmail. Password was changed by Donna. **ACTION:** Password to be shared with Judy & Rob.
- Administrative Access: Full access – Judy, Rob Donna, Aaron. Partial access Peter & Desert. (It was subsequently requested that Jill be given partial access as she will be working on Newsletter.) **ACTION:** Jill to be given partial access.
- Phone: Donna currently has it.

- Computer: Sam has
- Master thumb Drive requested by Donna. Sam to provide.
- Facebook administrators: Aaron, Donna & Judy
- Bank signees: Rob, Peter, Desert, Lorel

## **OUTGOING COMMUNICATIONS**

Policy for approvals on outgoing communications such as: eblasts, event artwork/format & logos, marketing was discussed. Judy proposed that event art work will be more powerful if consistent BRANDING be used & that the public will recognize the familiar graphics and become more engaged with that event as opposed to understanding a new look. It was argued that new, fresh ideas are more what the public enjoys. **ACTION:** Previous artwork/images will be considered and the board will vote on direction. In the meantime, Event Leads and Rob will decide the marketing materials. Newsletter will be prepared by Donna & Jill. Board invited to submit suggestions for inclusion.

Aaron and Donna will post 1 per week on FB.

## **MEMBERSHIP**

There are currently 295 members, 20 bundled memberships, and 285 active members. Donna has sent renewal letters to members who are past due. She has received a positive response from several new members.

## **GALLERIES & HOT SPOTS**

It was suggested that in order to support our stated purpose & mission “To enhance and expand Idyllwild’s reputation as an art community, to support the achievement of artistic excellence and to support education in the arts in public & private schools” *that more focus* needs to be put on galleries, supporting those who are members thru online promotion and encouraging all galleries in Idyllwild to become members. To this end, it was proposed that gallery events such as : First Friday, live demonstrations, gallery mingles, highlighting one gallery per month or similar events be planned. **ACTION:** Eric has agreed to become Event Chairman for gallery events and both Donna & Rob will prevail upon non-members to join.

## **Plein Air**

Judy reported that the event was a great success: 25 artists participated around town and delivered 1 judged painting and 1 additional to the Middle Ridge WineTasting Gallery. 7 pieces of art were sold and the evening reception attracted approximately 200 people. The Friday night live demonstration was well attended and Grand Idyllwild Lodge was pleased with the way the event set up, presentation and break down was handled seamlessly. The net proceeds were \$138.

The maps for the artists and visitors were helpful and well done.

It was brought up that someone had touched/smudged Aaron de Marco's painting.

**MOTION** was passed to award Aaron \$120. as compensation for his damaged painting.

Once repainted, he will donate the painting to Eye of the Artist event.

**RECOMMENDATIONS FOR PLEIN AIR 2018:** The event be held for 2-3 days so that artists will have the opportunity to paint both morning and evening. Perhaps have 2 Plein Air events per year. A longer gallery presence would help the sale of paintings. The partnership with the Garden Club event wasn't effective and may not be recommended for next year. Designated photographers/videographers would be helpful to promote the artists as well as the event.

### **TOWN MONUMENT**

Along with the Rotary, AAI contributed ½ the cost of cleaning and varnishing the monument. The total cost is \$400.

### **EYE OF THE ARTIST**

Donna has sent a recent report on the current status: 25 artists are participating, ABC License and Large Event permit are done & permitted. is all done and documented, toilets (2) arranged. There are at least 25 volunteers with event and raffle tickets and over 20 Silent Auction donations to date. Peter to hand over the cash box to Donna. Rob will seek food donations and we will seek wine donations from our Patron Wineries.

### **WEBSITE & FACEBOOK**

Due to desired transition to a new more mangable and modern platform from the current Wild Apricot, a committee will be formed by Donna to research our options. **ACTION:** Donna will submit a proposal on next steps to researching and transitioning to a Membership Management platform that better suits the needs of AAI. The website is paid until April 26, 2018.

Aaron has requested that all submissions for FB posting include verbiage as well as pictures. **ACTION:** Aaron will provide guidelines for submission. Jill will submit per those guidelines. Aaron will sign up for Instagram.

## **AAI GALLERY**

Desert has suggested that AAI share in the rent for his space in Oakwood Village. It was determined that such a move would not be legal in terms of the “conflict of interest, and a self-dealing action.” Discussion followed as to whether or not AAI should have its own dedicated space. **ACTION:** Board will review business plan, due next Friday, June 30, which must include financial outlook, management, responsibilities, etc. and make a decision at that time.

## **ART & WINE WALK**

Peter is to converse with Michael Slocum at the Associates to determine the partnership of AAI and the Associates with this event. The deadline to respond to Michael was Thursday evening, June 22. The Associates are requesting a \$12,000 guarantee or 40% of the net proceeds, whichever is greater. AAI will stand by the 40% but try to negotiate the \$ guarantee. The outcome is TBD. Meanwhile, Donna & Desert are working on the flyer and “save the date” and will have by next Friday, June 30. **ACTION:** Peter will advise the board as to the outcome of the conversation with Michael.

## **RACHAEL WELCH/Deer**

Rachael’s deer at Aroma was damaged and needs repair. **MOTION** was made a passed to provide her with \$100. to purchase necessary art supplies for the repair. **ACTION:** Check to be prepared and presented to her.

## **FREE MEMBERSHIPS**

All agreed that we will have no free memberships.

## **DUAL LEADERSHIP/NEW PRESIDENT**

To institute a dual presidency, the By-Laws would need to be changed.

## **YOUTH COMMITTEE/INTERNSHIP**

AAI offers Student Memberships. Donna will provide Rob with a list of student members.

## **MEETING LOCATIONS/DATE**

It was agreed that meeting locations will be on a rotating basis. Idyllwild Town Gallery has agreed to host the next meeting on July 21.

**MEETING WAS ADJOURNED AT 12:20**