

# **ART ALLIANCE OF IDYLLWILD**

## **Board Meeting**

### **Idyllwild Library**

## **Meeting Minutes**

March 18, 2017

### **I. Call to order**

President of the board, Zack Steinhaus, called to order the board meeting of the Art Alliance of Idyllwild at 10:07 am.

### **II. Members Present**

**Board Members:** Zack Steinhaus, Judy Hoyt, Martha Lumia & Rob Padilla.

### **III. Approval of minutes from last meeting**

The minutes of Annual Membership Meeting on March 3, 2017 were approved via email and posted on AAI website.

### **IV. Handouts**

- Agenda for Meeting
- Name tags for Board members.

### **V. Gallery & Hot Spots Report**

#### **GALERIES & HOT SPOTS**

Rob spoke of the Galleries & Hot Spots: Importance of letting the rest of the world know we are an “Art Destination.” Currently: Fern Valley Emporium, Café Aroma, Clay Works, Middle Ridge, Higher Grounds, Spruce Moose, Courtyard Gallery, Art in Spirit, Bake n’ Brew. & Idyllwild Town Gallery. He stated their enthusiasm for events and would be interested in live demonstrations & workshops. The question raised was whether to include non members in the gallery guide. **NO ACTION TAKEN.**

**ACTION:** Rob to follow up with galleries that have not responded.

### **VI. Current Events Update**

- **Community Mural March 24-Zack**

- **Gallery & Hot Spots Tour – Rob**

Moved to May 11 – 14<sup>th</sup>.

- **Lilac & Tea Garden Show- April 29 (filled)**

- **Kaleidoscope- May 11,12,13 & 14.**

We will do group advertising with MiddleRidge.

- **Appreciation Event- June 2. Martha.**

This event is for members, sponsors & art lovers who support at \$250 or above and for galleries/hotspots & inns thanking them for their participation and support. Estimated attendance is 60-75

Ferro's is booked and will provide appetizers & 2 drinks. Proposed cost is not to exceed \$35.00. Suggested gift cost: \$10. **MOTION WAS PASSED.**

- **Deer- Rob** – He will talk to the artist who created the statue outside of the bank which is in disrepair. Once redone, it could possibly be put on wheels to have it come inside out of the weather which caused the paint to peel. Or possibly another medium can be used to preserve it outside.

- **ARF Event – June 3 – Rob**

This event will take place at the Nature Center between 12-4 pm. The theme will be Pet/animal related. We will be supplying booths and will have artists doing workshops. Looking for volunteers. Rob will ask Janice regarding having someone to do pet portraits. **ACTION:** Rob will find out about deadlines for Idyllwild Magazine's May/June issue.

## **VII. Newsletter**

- Shanna is currently writing it but is looking for volunteers.

## **VIII. Treasurers report (revised)**

- **APPROVED.**

## **IX. MISCELLANEOUS**

- Martha will be sending email to members asking for donation of paint, brushes, markers etc. for the Sexual Assault Awareness Month: *Finding your Silver Lining*. Event is on April 22.
- Plein Air Event. Judy discussed that we will probably open up the artists' locations to include the town of Idyllwild sites as well as any Garden Tour locations. Judy to meet with Janet McAlpine to create poster and ad/pr materials.
- Website: Judy worked with Wild Apricot to replace the black background and simplify the overall appearance. She also noted that Social Media such as FB needs to be kept updated. Rob will address this with Aaron de Marco, who has expressed interest in helping.
- Next meeting will be April 21 @ 1:00 pm. At the Library.
- Additional meeting will take place on Wednesday, April 29.

## **X. PRESIDENT Zack Steinhaus adjourned the meeting at 11:52**