

## Art Alliance of Idyllwild Board Meeting

**Date:** May 14<sup>th</sup>, 2016 (10am-Noon)

**Purpose of Meeting:** General Board Meeting      **Location:** Library

**Members present:**

Board Member	Present?	Board Member	Present?
Shanna Robb	Yes	Darcy Gerdes	Yes
Byron Ely	No	Gerry High	Yes
Erin O'Neill	Yes	Beth Severance	No
Veda Roubideaux	Yes	Peter Szabadi	No
Del Marcussen	Yes		

**Notes transcribed by:** Veda Roubideaux / Shanna Robb

**Quorum Met?** Yes 6

**Other Present:** None

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Meeting called to order at 10:07am by Shanna, President of the AAI

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

### **Miscellaneous Financial Update**

- **Sandwich Boards:** Per last month's board meeting notes, Darcy proceeded with ordering 15 sandwich board signs. Design by Janet McAlpine was approved via email by a board quorum. Approved \$3000 for signs. Actual invoice was \$2,805.80. A check has been cut and signs will be picked up this coming Wednesday by Darcy from Arrow Printing.
- **Home School:** An additional \$100 was approved via email by a board quorum to help offset additional personal costs by home school art teacher, Mary Edmundson. Dave Robb also submitted a grant request with the Idyllwild Community Fund seeking additional funds to help lower and/or eliminate family contribution in 2017. A site visit was done during the home school art classes this past week. Funding of money pending. **Action:** Shanna to send Mary a thank you note on behalf of the board of directors.
- **Gallery Lighting:** Erin researched lights and received via email a quorum approval to proceed with purchasing \$600 worth of lights for portable gallery walls. Extension cords may be needed in the future. Lights are in storage.
- **Monument:** Per last month's meeting notes, the Rotary has found a local vendor to seal the monument and another to treat it before sealing. Total cost is \$600, which would be split with the Rotary. This effort is being led by Thom Wallace, who has sent all requested information to Peter. Peter then sent a request to David Roy to get his input on the product being proposed, but hasn't heard back from him. Thom has also not had any luck getting David Roy to reply. There was discussion about the water-based product that is being suggested by vendor. Will continue to monitor need for future treatment and, if treatment is not sufficient, will research a better product at that time. **Motion** by Shanna and second by Del to contribute \$300 toward treating the monument and giving Rotary approval to move

forward in scheduling both vendors. **Vote** 6 in favor, 0 opposed, 0 abstain – MOTION PASSED **Action:** Shanna to notify Peter and Thom of vote by board.

- **Idyllwild Living Magazine:** Jay Pentrack and Donna Elliot submitted advertising costs for the new Idyllwild Living magazine. Since there is no track record at this time, it was decided that the decision to pay for advertising should be tabled. **Motion** by Erin and second by Del to table discussion of advertising in Idyllwild Living Magazine for 1 year or 6 issues. **Vote** 6 in favor, 0 opposed, 0 abstain – MOTION PASSED **Action:** Shanna to send Jay and Donna a thank you via email with copy to entire board.
- **Deer Sculpture Maintenance:** Several of the deer are in need of maintenance, while others are not having any paint challenges. Darcy is leading the research and reached out to Jerry Baccaire about the product he used on his deer at La Casita. The product he used is Lascaux UV varnish, which is expensive yet is working. Dave Robb has offered to lead putting clear coat on deer once maintenance is completed. **Action:** Darcy to research further and make proposal for doing maintenance on all deer when weather is warmer.

### **Treasurer Report**

Del gave a brief update on the financials. Tax extension has been received. As of May 13<sup>th</sup>, 2016, our BBVA bank balance is \$29,964.19. This does not include expenses of sandwich board signs or gallery lights. Money has also been set aside from last year for the summer youth programs too. There was discussion that additional donation opportunities need to be considered. **Action:** Del to touch base with enrolled agent about tax meeting.

### **Membership Status**

Erin gave summary of membership, which included 283 members. Of this 135 are artist members. In the past 30 days, there have been 10 new members and there are currently 2 memberships in lapse status. Having an upcoming art show appears to help increase the membership, especially the artist membership.

There was discussion about reaching out to new members and helping them get their online galleries in place, which is an ongoing challenge. Shanna shared that new members and lapse members are not getting routinely communicated with by membership. Gerry had not gone to all the gallery and art hot spots to let them know of his involvement and Erin had not met with him and Darcy about setting guidelines for galleries. **Action:** Gerry to create electronic packet that can be sent to new members. **Action:** Shanna to create “how to” notes for members on creating an online gallery with link that is put on all new membership email confirmations. **Action:** Erin to create guidelines for what constitutes a gallery versus art hot spot. Also present plan on communicating with new members and lapsed members.

### **Board Resignations / Formation of Nomination Committee**

Beth, our Hospitality Chair, submitted her resignation via email to the board. As of June 1<sup>st</sup>, 2016, she will be leaving due to health reasons. Veda’s house is currently in escrow and she will be moving out of Idyllwild in July or August. Both resignations were acknowledged with thanks to both Beth and Veda for their time, talent, and enthusiasm.

With their departure, the board will be under the 7 person minimum called out in the bylaws. This means that the nomination process that was to happen in September will need to proceed immediately. The nomination committee is to have one board member and two members at large. Del offered to be the board member and Shanna offered to help logistically since this will be the first election by our membership. **Action:** All board members are to forward recommendations to Del for the other two positions by this coming Monday.

### **Past Action Items / Updates**

- **Educational Series / Artist Workshop:** Educational Series by Susan Freed and Gary Kerr received rave reviews. Tracy Meier’s artist workshop also received positive feedback by the

students. Unfortunately, none of the classes offered were filled. There is concern that members are not taking advantage of the benefits of their membership. Revisiting the idea of continuing these into 2017 will be discussed later this year. **Action:** Erin to send thank you to Gary Kerr. **Action:** Shanna to send thank you to Susan Freed and Tracy Meier.

- **Gallery Guides:** Plastic holders were purchased for gallery guides by Dave Robb. Holders will be placed at monument, at post office bulletin board, and by coffee shop bulletin board (approved by Mimi Lamp). Holders are currently on back order. **Action:** Dave to reach out to Idyllwild Gift Shop to see if can hang a fourth holder by kiosk in front of their store upon receipt. **Action:** Shanna to send Gerry the tracking sheet of where guides were delivered on the hill. Gerry to followup and track once a month. **Action:** Shanna to reach out to gallery manager on El Paseo about locations off the hill to have gallery guides placed.
- **Banner Project:** The Jazz Festival banners will go up at the end of May or early June. Jazz Festival to pay 100% for hanging and Shanna is coordinating. Next banners will go up in August for the Art Walk. In the past two years, the banner collaborators have paid a portion for the banner hanging. Based on 2015 financials, with 4 banner hangings, the banner hangings cost under \$300 total. It was a break even project with contributions by the banner collaborators, who paid between \$10-\$30 for the entire year. It was suggested that, unless a banner change is being done because of a master event (e.g. Jazz Festival, Film Festival, etc.), we waive the minor fee charged in the past and encourage organizations to become NonProfit Members of the AAI. All agreed that this would be good idea. **Action:** Shanna to send email to banner collaborators with note about master event contributions.

### Upcoming Events

- **May Judged Art Show:** Event registration closes at 5pm this evening. Currently have 56 participating artists and 10 gallery/art hot spots. Middle Ridge is co-sponsoring by providing up to \$350 for shared advertising costs. Event setup is on Tuesday.
- **June Studio Tour:** Cancelled due to lack of locations and concerns about liability insurance. According to research, locations would need to have commercial insurance which is costly.
- **June Nature Center:** Beth leading. **Action:** Veda to contact Beth about mug count.
- **Mingles:** It was decided that instead of the AAI providing the petty cash for the mingle fees, the locations would provide the petty cash. No membership dues would be accepted at the mingles, thus eliminating confusion of funds. All agreed that you do not need to be a board member to lead the mingles. **Action:** Because Beth was passionate about the mingles, which have been well attended, Veda will reach out to see if she wants to continue to organize the mingles. If Beth agrees, she would need to work with a board member, most likely Shanna, in communicating events via the AAI Website.
- **Youth Events:** Fliers have been designed, a school site visit to all middle school kids was completed, and Town Crier ran a nice article on the two summer youth programs. Thus far only 7 students have registered. Summer time is possibly too busy for families, hence low response to the two classes. If not enough students register by June 4<sup>th</sup> deadline, Shanna will present an alternative plan for providing art education to those kids who did register. If that is the case, the board will also need to discuss finding additional opportunities to donate funds not used for the two youth events.
- **July 4<sup>th</sup> Parade:** Rotary send email about participating again this year in 4<sup>th</sup> of July parade. Jim at Forest Lumber has been a major partner the last several years by offering his truck and a driver. No one at meeting stepped up to lead. **Action:** Shanna to confirm Jim's participation and then send out email to membership to see if anyone wants to orchestrate 4<sup>th</sup> of July parade participation by the AAI.
- **July Art Show:** A request for help was sent out to the membership to find a chair for the July event. No one stepped forward. Meanwhile, because Middle Ridge had to create marketing material for their upcoming shows, we lost the opportunity to have our July show at Middle Ridge. Concern is that we may not be able to find a location by the time someone steps forward as the Event Chair. There was also discussion that, in order to survive as

forward moving organization, the membership needs to volunteer. Making it mandatory to volunteer X amount of hours per year per artist member, as is the case for many art organizations, was mentioned. There was also mention of the July show not being judged. It was concluded that, if an event chair is secured, they will have the choice to make the July show judged or non-judged. **Action:** Shanna to send out email to membership again to see if anyone wants to be event chair. If not, the July show will be cancelled.

### **Middle Ridge Contract**

Middle Ridge continues to be willing to be exclusive to AAI Artist Members, although the AAI has no contract in place. Middle Ridge has been putting our logo on their marketing material and handing out our business card to interested non-member artists along with creating extensive marketing material featuring participating AAI artists. While we elected not to sign a contract to secure a collaboration (see past meeting notes), we all agreed that we want to provide our artist members the opportunity to be promoted in a gallery.

Middle Ridge has kept a commitment to actively promoted the AAI and invite our members to show in their gallery. Thus far, 27 artist members have been showcased in their first two rotating shows with an estimated 15 artists that will be invited to participate in their upcoming July rotating show.

There was a recommendation and discussion that we should contribute marketing money to continue promoting the AAI in the next two Middle Ridge Art Shows, which are scheduled for July and September. Sharing AAI artist exclusive postings by Middle Ridge on social media and to membership via newsletters was also discussed and approved.

The proposed money would be our contribution towards marketing costs incurred by Middle Ridge to promote AAI member artists and the AAI. Erin suggested giving a set amount per artist with a not to exceed per show. After much discussion and calculation, a motion was put on the table. **Motion** by Darcy and second by Gerry to contribute \$35 for each AAI artist member showcased by Middle Ridge in their July and September gallery shows with a maximum of \$500 per show. **Vote:** 6 favor, 0 oppose, 0 abstain – MOTION PASSED. **Action:** Shanna to send email to Middle Ridge with copy to board asking for a list of AAI artists that have been invited to participate in their July AAI Exclusive show along with an invoice not to exceed \$500. A separate invoice will be requested for the September show once artists are selected.

### **August Jazz Festival**

Erin was able to secure space at the Jazz Festival for the AAI to have large booth. The \$300 funding for the booth was approved via email by a quorum vote. **Action:** Erin to put together a committee and present a written proposal for the logistics of art intake, booth setup, volunteer needs, etc.

### **Art Walk and Wine Tasting**

Shanna said that she only received a reply from two board members, Byron and Peter, and one member at large about helping fill the chair positions sent out via email. While the event tracking is in place along with notes from 2015, the event chairs must be filled to proceed.

Shanna recommended reaching out to the Associates to see if they would be interested in filling some of the chair positions in exchange for a larger yearly donation. In 2014, the Associates and Idyllwild Arts received \$1,500. In 2015, the Associates and Idyllwild Arts received over \$5,000 in donations.

The recommendation put on the table would keep the event under the AAI umbrella with a higher set percentage of the net proceeds going directly to the Associates, who share a similar mission to the AAI. As long as the event stayed as an AAI event and a set percentage of the next proceeds was voted upon with donations filtering through the AAI to the Associates, the board thought the idea was

worth consideration. **Action:** Shanna to reach out to Michael Slocum, President of the Associates to discuss collaboration.

### **Rotary Proposal**

The Rotary sent a written proposal to Shanna about co-marketing an event they are hosting starting at 4pm on the same day as the Annual Art Walk and Wine Tasting. After much discussion, although it was appreciated that they reached out to us as a possible partner, the board felt that there was enough already involved in orchestrating the annual Art Walk and Wine Tasting without taking on another partnership. **Action:** Shanna to send a letter to Rotary President with a copy to the entire board respectfully declining their proposal.

### **Miscellaneous**

- **Domain Ownership:** Erin is working with Lea Deesing to remove the AAI Domain over to Erin's go daddy account.
- **Event Announcements:** Several artists and organizations have reached out to us via phone and email about promoting their events to our membership. While this was already discussed and captured in previous board minutes, the topic was again mentioned because of the pure volume of requests by others that are profiting from their events. As a non-profit it was agreed by the board members present that we should not be promoting for profit events. With all the events the AAI is hosting on our own, even for events where AAI members get discounts, we are to reframe from being put in the role as a Chamber. **Motion** by Erin and Second by Gerry that the AAI reframe from promoting any for profit, in addition to promoting other events on behalf of organizations regardless of their cause. Vote: 6 favor, 0 oppose, 0 abstain – MOTION PASSED. **Action:** Shanna to send email communication to those who asked to have their proposal put on the agenda and let them know status of vote.
- **How To Manual:** Training was cancelled due to conflict in schedule. Will table until June meeting.

Meeting adjourned at 12:15 pm by Shanna.