

Art Alliance of Idyllwild Board Meeting

Date: Saturday, February 25, 2017 (10am - Noon)

Purpose of Meeting: General Board Meeting **Location:** Idyllwild Library Conference Rm

Members present:

Board Member	Present?	Board Member	Present?
Zack Steinhaus	No	Martha Lumia	Yes
Judy Hoyt	No	Rob Padilla	Yes
Shanna Robb	Yes	Peter Szabadi	Yes
Jacque Swerdfeger	Yes		

Notes transcribed by: Jacque Swerdfeger / Shanna Robb (filling in for Judy Hoyt)

Quorum Met? Yes 5

Other Present:

Meeting called to order at 10:05am by Shanna, who was filling in for Zack.

Approval of minutes: January 2017 General Board meeting minutes were approved via email and posted on AAI website.

Bylaws Special Meeting: Special bylaw meeting notes posted on AAI website. All three motions passed during the special meeting. Bylaws signed and posted on AAI website.

Under \$100 Art Fair: Martha sent out final recommendations and financials to the board via email for the Under \$100 Art Fair. Notes saved for next year's event chair, if event is repeated.

Other Past Actions:

- **January / February / March Educational Classes:** 15 members attended the January class taught by Shanna on how to create an AAI online art gallery. Shanna offered to have another class later in year, if requested. Since three other board members attended the class, they can also help members who missed the class. Unfortunately, the February class about framing, wiring, and matting was cancelled due to lack of registrants. March Facebook class has 17 registered YTD and will proceed.
- **Business Cards:** New business cards handed out. **Action:** Judy to get business cards at March meeting.
- **Name Tags:** Those present at meeting agreed that the design with logo centered on top would be best design. **Action:** Shanna to let Zack know and coordinate ordering.
- **Storage Keys:** Board members, with exception of Judy and Jacque, have a new storage key. Jacque did not request one. **Action:** If Judy wants a storage key, she is to get one at the next board meeting.

Membership: We have 299 members, which includes 12 overdue memberships. In the last 30 days, there were 8 new members. Five of the new members are artists bringing our total artist memberships to 152. Discussion about whether organizations can pay for artist memberships and represent artists not present. Discussion also about family members representing

deceased artists. All agreed that having active members that are able to volunteer is important for the success of our events and overall mission. Corporation bought artist memberships for artists that are not present was not deemed appropriate. Families wishing to represent deceased artists would be considered on a case by case review. One such family member has already reached out the AAI. Being active would be necessary for consideration. **Action:** Rob to get more details and report back to the board for approval at March meeting.

Peter shared that there are artists that can't pay the \$60. Previous board had voted not to provide payment plans or offer free memberships. **Action:** Shanna to reach out to Zack and put on next month's board agenda.

A calling campaign to members will be started next month with the leadership of Martha. Three questions will be created by Martha and Jacque, which will be handed out with a list of members to each board member. **Action:** Martha and Jacque to proceed. Zack to add to March board meeting.

Galleries & Art Hot Spots: Rob shared that only four questionnaires were returned by the galleries and art hot spots. He also only received 4 replies about a March meeting to discuss an April art event and formation of a committee focused on the gallery guide, gallery events ,etc. **Action:** Rob to set March meeting date with galleries and art hot spots for March 8th, 9th, or 10th and send out final email to current gallery and art hot spot members via the AAI website.

Clayworks is our newest Art Hot Spot. The Town Baker decided not to proceed with becoming a member at this time. New owners waiting to see how AAI works. La Casita is working with Rob and is interested in becoming an Art Hot Spot. Everitt's Minerals and Images Gallery are not responding to emails about March meeting or renewals.

Explore Idyllwild: In order to have time to redesign Explore Idyllwild insert, the deadline of February 22nd was set. Numerous emails sent out to galleries and art hot spots. Two members did not respond after opening email and did not renew membership before deadline, thus will not be in upcoming Explore Idyllwild. **Action:** Per Zack's request, Shanna to proceed meeting with Town Crier for final changes. **Action:** Rob to send personal notes to two members.

Treasurer Report: Shanna sent out the treasurer report to the board via email. Current balance is \$31K. (See Treasurer Report)

- **Large Check:** Estimate for purchasing a new large check was approved last month for \$60. Actual cost is around \$120. Board approved to proceed with getting check. **Action:** Shanna to order check.
- **Silent Auction Requests:** Received request by PTA for a silent auction item. Board discussed and decided giving a mug or wine glasses would be good way to support any silent auction requests versus giving tickets to Art Walk. **Action:** Shanna to contact PTA and offer mugs or wine glasses for their cause. Add link in newsletter.
- **DINO Insurance Review:** Peter offered to review insurance options. **Action:** Shanna to resend December 2016 email to Peter. Peter to research options and send to board.

Annual Membership Meeting (May 3rd): A proposed meeting outline was handed out. Only 8 members at large have registered for the annual membership meeting. All agreed that this is a disappointing number. Format of meeting may change, but agenda will remain set. Board to arrive at 5pm that night. **Action:** Martha and Jacque to send personal email to membership with link to register. **Action:** Board to send in questions for member roundtable.

2017 Calendar of Events: Entire calendar was reviewed and approved. **Action:** Shanna to update master calendar and post on AAI website. Chairs to create proposals. **Action:** Need to set chair for November Mini Show during March meeting.

- **May Idyllwild's Got Talent Art Show Proposal:** Shanna sent out a proposal. Originally 17 days. After considering time commitment, Shanna changed to 4 days. Entry fee and commission structure discussed and changed. **Action:** Shanna to send out revised proposal with suggested changes.
- **Plein Air Proposal:** Approved. **Action:** Judy and Shanna to proceed with marketing.
- **Eye of the Artist:** July date was set in November with Rainbow Inn. Unfortunately, received email last week stating they are unable to host the July Eye of the Artist. Discussed other options. **Action:** Shanna to reach out to the Historical Society about using their garden area.
- **April Board Meeting:** Move from 22nd to 21st. **Action:** Shanna to contact library.
- **Jazz Booth:** Need clearer understanding of goal and logistics for event. **Action:** Rob to create proposal.

Training Manuals: Shanna handed out training manuals created for use by the directors. Manuals to be updated as needed and returned at end of terms. **Action:** Zack and Judy to get their binders at next board meeting, if not earlier.

Deer Sculptures: Kathy Harmon-Luber sent email with pictures of paint peeling on her deer in front of BBVA. Darcy Gerdes took a look at deer. Not sure why Kathy's deer continues to have problems with paint. May need to ask BBVA to put deer in their lobby. Deer already on rotational review, but need new lead. **Action:** To be added to March agenda.

Phoenix Alliance / Newsletter Announcements: Martha presented information about the Phoenix Alliance. Board discussed what type of information to share with membership and in what form. Decided that having a link in the monthly newsletters versus sending out individual emails would be fine for events here in Idyllwild that are art related, but are opportunities for our artist members to participate. Shanna also said that she wants someone to take over writing the newsletters. **Action:** Martha to send Shanna, who will in turn create a newsletter, information about the Phoenix Alliance. **Action:** Assigning newsletter responsibility to be added to March agenda, thus removing it from Shanna's responsibilities.

Volunteer Hours: Shanna passed around request to capture volunteer hours. **Action:** Post in next month's treasurer report.

Tabled for next meeting:

- Banner Project
- Newsletter
- Other duties

Motion to Adjourn Meeting at 12:10 by Shanna and Seconded by Jacque. Meeting adjourned by unanimous vote.