

Art Alliance of Idyllwild Board Meeting

Date: Saturday, May 20, 2017 (10am – Noon)

Purpose of Meeting: General Board Meeting Location: Idyllwild Library

Members present:

Board Member	Present?	Board Member	Present?
Rob Padilla	Yes	Aaron De Marco	Yes
Eric Yandell	Yes	Desert Chavez	Yes
Peter Szabadi	Yes (left at 11:20)	Donna Elliot	Yes
Judy Hoyt	No	Lorel Cornman	No




Notes prepared by: Donna Elliot / Rob Padilla



Meeting called to order at 10:07 am by Rob Padilla

Approval of Minutes - April 22 2017 Minutes and the Special Meeting of April 28, 2017 Minutes were approved and posted on the AAI website.

Vision of the Board

The Board acknowledged the hard work of previous Boards and is grateful for the sound platform they built on which we can move forward. The following words will guide this Board:

 Inclusive
 Fun
 Flexible

 Upbeat
 Supportive
 Community spirited

Responsibilities of Board Members

A motion to make Donna Elliot Vice President of the AAI was made by Peter and seconded by Rob. Favor 5, Oppose 0, Abstain 0. Donna will also have responsibility for Membership.

Rob Padilla – President

Peter Szabadi – Treasurer

Judy Hoyt – Secretary

Aaron De Marco – Facebook

Lorel Cornman – Communications

Desert Chavez – Lead on the Art Walk & Wine Tasting

Eric Yandell – Gallery/Art Hot Spot/Community Liaison

The Board will seek a Hospitality Lead (in conjunction with Event leads)

Reports

Treasurer – Shanna Robb prepared her final report as Treasurer, together with a Profit & Loss Statement from January 1 through May 18, 2017 and a Balance Sheet as at May 18, 2017. These documents will be posted on the website. It was noted that the AAI has a healthy bank balance of \$15,795.02.

At this stage, the only donation commitment is the 40% to the Associates of Idyllwild Arts for their assistance with the Art Walk & Wine Tasting.

If any Board Member has special non-profit art advocated events or causes, they should bring them to the Board for a vote.

Desert brought up that there are art grants available and that we should ask someone with grant-writing experience to apply on our behalf. Perhaps we can pool together with other non-profits to apply for grants on a community basis.

Membership – Donna circulated a draft strategy prior to the Board meeting. We will work our way through the suggestions as part of a on-going process to find out what members want and what works well. We will use the next Member Mingle at La Casita on July 19th to get input. **ACTION** Eric to put together a message for the next Newsletter about the Mingle/Meeting format.

Publicity

Facebook - Aaron has been receiving requests to put items on Facebook but with little explanation or notes. This creates extra work for him. **ACTION**: Aaron to put together a format for people to submit items for Facebook. This format will be added to the Operations Manual.

Aaron requested a pre-paid ATM card for boosting posts. Motion made by Desert for to set a \$300 budget for Facebook advertising, seconded by Donna, all in favor. **ACTION**: Peter to arrange a pre-paid ATM card for this purpose. Aaron needs to check with Event Leads about the frequency and timing of boosting posts and to report to the Board on the use of the budget each month.

Newsletter – Lorel has sent a draft column for the next issue of the Newsletter to Rob. **ACTION** Rob to circulate.

Events

Kaleidoscope – Shanna Robb reported that there were 49 participating artists with 74 entries, 8 pieces sold (\$1,505) earning the AAI \$158 from commissions, with a financial impact to the AAI of \$476.22.

Plein Air – This event has 25 participating artists. Rob and Judy are arranging volunteers and posters have been placed around town. Ads will be placed in the Town Crier for the event.

Eye of the Artist – A written proposal was circulated prior the Board meeting. The ABC License is at the Hemet's Sheriff's Department, Carlos Reynosa has been chosen to provide the music, there is a growing volunteer team in place and we have 15 silent auction donations to date. The Historical Society is pleased to partner with us for this event.

Art Walk & Wine Tasting – Desert handed out a proposed budget based mainly on last year's event. He is working on getting wineries, 5 on board now with plans for up to 18, hospitality will then make their arrangements. We will create a commemorative poster and t-shirt for the event, advertise the wineries through as many sources as possible, buy artwork for use from artist, give a stipend for musicians. **ACTION** Desert to liaise with Eric before the map is finalized as we may add musicians and other booths along the roads.

Other

1. Board Members are asked to submit their monthly volunteer hours to Judy at each Board Meeting.
2. Donna will oversee updating Board Member Profiles on the AAI Website.
3. We will set up a Working Party to make suggestions for enhancing the AAI website to make it more user-friendly, colorful and with photo galleries, etc.
4. Idyllwild Living (IL) Magazine – Rob Padilla made a motion to place two full-page ads with IL up to \$1,000 each promoting the next two events (Eye of the Artist and the Art Walk & Wine Tasting) and/or galleries and art hot spots, it was seconded by Desert. Favor 4, Oppose 0, Abstain 2
ACTION Rob to liaise with Jay Pentrack to design ads with a deadline of June 15th.

Date of Next Board Meeting - Friday, June 23, 2017 from 10am to Noon at Oakwood Village, next to Clayworks.

The meeting was adjourned at Noon