

Art Alliance of Idyllwild Board Meeting

Date: Friday, September 23, 2016

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	Zack Steinhaus	Yes
Erin O'Neill	Yes	Peter Szabadi	Yes
Jacque Swerdfeger	Yes		
Del Marcussen	Yes		

Notes transcribed by: Darcy Gerdes/ Shanna Robb

Quorum Met? Yes 7

Other Present: None

Meeting called to order at 12:05 by Shanna, President of the AAI

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

Donations/Funding: Musica! sent in a proposal for the \$1000 donation that had been previously approved by the board. The funding will go towards offering a concert project called "Pictures at an Exhibition" that will combine student and professional art, and music in the professional gallery space of the DVAC in Hemet. The project is tentatively set for February or March 2017. **Motion:** By Zack and Second by Del to accept proposal as written. **Vote:** 7 Favor 0 Oppose 0 Abstain – MOTION PASSED **Action:** Shanna to send email to Anna with copy to board. Del to proceed with cutting the check. Once check is signed by two officers, Peter to coordinate with Musica! to get picture.

Waiting for proposals from other funds previously approved for Idyllwild Elementary Music Program (Buzz Holmes) and two youth events (Sandii Castleberry). Homeschool funding will start once classes are started in October and will be billed out monthly by Mary Edmundson.

DVAC Request: Diamond Valley Arts Council (DVAC) is in the process of seeking a grant for a public art project. The grant is from the National Endowment for the Arts "Our Town" Grant. The grant requests a letter of support from other non-profits. They have received support from the Hemet Valley Art Association and the Hemet San Jacinto Valley Chamber of Commerce. They would like one from the AAI. All agreed that writing a letter of support, considering that we have our own public art project, would be a good sign of support. No one stepped up to write

the letter, so Shanna offered to do so on behalf of the AAI. **Action:** Shanna to write letter and sign on behalf of the board of directors.

Soroptimist Request: The Soroptimists have their yearly basket festival in October. One of their basket focuses on local businesses and organizations. They have asked if we would provide some complimentary tickets for our 2017 Art Walk and Wine Tasting. All agree that this would be a good way to promote the AAI. Erin suggested giving four complimentary tickets and Del suggested adding 4 wine glasses from past years. **Motion:** By Erin and Second by Zack to give 4 tickets and 4 glasses. **Vote:** 7 Approve, 0 Oppose, 0 Abstain – MOTION PASSED
Action: Shanna to communicate with Theresa Teel. Will request a \$200 donation receipt for value of tickets.

Past Events:

- **Pot Luck:** Pot luck was cancelled due to lack of interest. Those who registered were invited to be our guest at the upcoming October 20th Mingle.
- **Artist Workshops:** The watercolor artist workshop taught by Barbara Parish was attended by 6 students. Upcoming November beginner fused glass class taught by Don Deitz is 50% filled.
- **Art Conference:** Zack gave update on conference he attended. He had mixed impressions about the conference, but felt that it was important for the AAI to attend in support of other art organizations. Will revisit in 2017.
- **Jazz in the Pines:** Erin passed out a summary sheet of the August event. Received compliments from attendees about being involved in event. Believes will be given the forty-foot space, if we participate again in 2017. Only small works sold, but would like to do it again. Shanna recommended that artists should not be allowed to hang past ribbons, as she was told that some attendees thought it was a judged show versus a booth with art to be sold. Also, having cards available in the art booth, should be reconsidered. Shanna also reminded the board that members are to paid in full through the end of a show before being eligible to participate. Middle Ridge has been asked to add this statement to their contract, since they exclusively show AAI artists.
- **Deer Maintenance:** Darcy had a meeting that was attended by five of the deer artists. Darcy with follow-up with the other deer artists, including two that had not opened emails. Three of the sculptures have been touched-up by the artists. Two are currently at an artist studio. Dave Robb has ordered the clear coat, which is coming from England. It is the coating the Jerry Baccaire used on his sculpture. Weather will determine when project will be completed.
- **Gallery Roundtable:** Erin shared that the meeting was held at her house on September 22nd. Present at the meeting were Images (Gideon/Melody), Artspresso (Celeste / Gerry), Higher Grounds (Rob), Middle Ridge (Melody/Tamara) Everitt's (Janet/Larry), Sky Island (Michael), and Courtyard Gallery (Debbie). Not present were Fern Valley Emporium, Café Aroma, Oakwood Village, Singerton Fine Arts, Bake Shop & Brew, and Spruce Moose. Erin shared that it was disappointing that some of the gallery and art hot spots did not open her emails. While Erin and Byron still need to determine the next step, there seemed to be a consensus by those present for the meeting that meeting more often as a group would be beneficial and that there should be a Gallery Liaison.

There were a couple people present at the meeting that questioned where and how their money was being spent. Income from galleries and art hot spots is \$3,800. Expenses for the Explore Idyllwild and Gallery Guide, which focus 100% on galleries and art hot spots, exceeds \$5,150. These expenses do not include design costs and Facebook boosting. The board agreed that a concrete proposal needs to be created. **Action:** Erin to reach out to Byron to create a proposal. Including gallery members or other board members will be left up to them to decide how to move forward.

Future Events:

- **Art Walk and Wine Tasting:** Shanna shared that pre-ticket sales were tracking significantly higher than 2015 at 64% versus 26%. With ticket pricing increasing by \$5 at 5pm on September 24th, the wineries still say this is the best price in Southern California for an event like this. The event now has 21 sponsors, including Palm Springs Subaru and Ferro. Full list of sponsors was included in email that was sent out that morning via AAI email. We also have 36 artist booths, although not all elected to donate \$10 to offset the cost of an additional shuttle.

The event has over 100 volunteers. Peter asked if there was a reason why we were having a challenge getting volunteers and questioned the 40% portion of net proceeds being given to the Associates. Erin shared that the Associates have always provided volunteers. Shanna added that the Associates are now filling key chair positions that were empty prior to their involvement and that the % was voted on by a quorum of the board at a previous meeting. Also, due to the involvement by the Associates, the Idyllwild Arts Academy shuttles will be used this year and we are getting more exposure. The challenge with finding volunteers is primarily due to a large music event off the hill that same weekend.

Facebook is key and the board was reminded to share postings. Darcy shared that one of the postings has over 11,000 hits! YTD, approximately 40% of those attending stated that this is their first year to the event. The 2017 date will be on October 14th, 2017. Date and membership will be mentioned on postcard that will be put in all 1,200 gift bags.

- **Halloween Face Painting:** Will reach out to members in future newsletters.
- **Mingles:** Last mingle of the year is at Café Aroma on October 20th. Will include a collection of art supplies for the Help Center. Goal is that all kids get an art-related gift. **Action:** Zack to meet with Shanna about box for collecting art supplies. Shanna to write press release after Art Walk.
- **November Shows:** Have 16 artists registered for Mini Show at Higher Ground. Middle Ridge is starting to hear from artists. **Action:** Byron to provide recommendation for jewelry display.
- **2017 Eye of the Artist:** Date request has been sent to John Simpson at Rainbow Inn for March 4th. Theme ideas welcome.

Membership: Erin shared that our membership numbers are the same as last year with 305 members. Shanna asked what her plan was for the 24 overdue and how she is reaching out to

new members. After discussing further and reassuring that reaching out to past due members was not about pestering, Jacque offered to help Erin by leading communication with past due membership and new memberships. **Action:** Jacque to schedule time to meet with Shanna.

Treasure Report: Del shared that the AAI has \$40,548 in the general operating account and money market combined. A lot of this is due to the Art Walk. As of 9/16/16, membership income is down by \$152 compared to 2015 YTD, which includes many new members. Total income is down \$2,548. This is due to a private \$2,500 donation made in 2015. Expenses are tracking higher than 2015 because Art Walk expenses are hitting the books earlier. The expenses also include our new gallery walls, lights, and sandwich boards along with \$7,094 in contributions. Contributions 2015 YTD was 0.

Nomination Process: Del shared that a nomination letter was sent to all members and that nominations are being accepted online only. Thus far, have received four nominations. Next step is to call nominees to see if they are interested in being on the ballot and then follow up with a list of 5 questions. Nominations close on October 15th. **Action:** Calls to be started by nomination committee as directed by Del.

Other:

- **Upcoming Board Meetings:** Shanna requested changing dates of upcoming board meetings. **Action:** Will send out dates to board and change library schedule.
- **2017 Calendar:** Must start thinking about Appreciation Event and Annual Meeting.
- **Gallery Guides:** In process of being reviewed for second printing.
- **Deer Maps:** Deer maps have arrived. **Action:** Zack offered to replenish Inns. Shanna to send list of gallery guide locations to Zack.
- **Deer Mugs:** Order of mugs arrived. Del reminded everyone that an inventory needs to be done. Shanna shared that prices significantly increased and that Mimi Lamp, who sells the majority of the mugs, agreed that retail price should be \$14.95 and wholesale \$9.00
- **Banners:** Idyllwild Arts Academy is going to help change the banners on the poles.

Meeting adjourned at 1:45 pm by Shanna.