



**Board of Directors Meeting Notes
Monday November 9, 2009**

Goals for 2008 – 2009

- ✓ *Develop and Implement an Effective Volunteer Program*
- ✓ *Increase Effectiveness of our Outreach*

- 1) Call to order by Linda Levy at 6:40 pm.
Quorum established, Board Members Attending: Susan Archibald, Jen Hennig (for Lisa Alexander), Cheryl Costella, Julie Erreca, Linda Levy, Noel Littlejohns
Guests: none
Absent: Carolee Burrows, Michael English, Jody Snyder, Jon Wagman, Pat Worley
- 2) Chair Report: Linda's personal goal is for us as a group to come to a place where we feel like we are moving forward in a positive direction with the new gallery format and to have this be reflected in the way we present and talk about the new direction to others.
- 3) Motion to approve Consent Agenda, with addition of Curatorial notes are read by Cheryl, made by Susan, Seconded by Noel. Vote: All in favor
- 4) New Business:
 - a) Logistics of Youth Art Show: entire month of April at the county building. Have take-in day at the Center last Sunday of March, and have a few people take the work down to hang. County building is closed on Fridays, so work will come down Thurs., April 29th, bring back to the Center for pick up.
 - b) Scheduled a curatorial clean-up day for Wednesday, January 6th, and first quarter gallery take-in for Sunday, January 10th.
 - c) The Cultural Council Associates will meet this coming Thursday. Linda invited members of the board to join her.
- 5) Old Business:
 - a) Put final touches on letter to membership and participating artists. This will go out with the December calendar mailing, rather than with the newsletter. Will wait till Feb. to do the next newsletter and it will be in the new full-color 6-page format. Talked about how artists will be publicized in the newsletter and on the website with artist profiles, possibly also featured artists at the top of the home page.
 - b) Survey: Will wait to do a survey until after the gallery changes take effect, as a follow-up to how the changes are being received, maybe to coordinate with a membership meeting in the spring. The letter will encourage feedback via email or mail.
- 6) Motion to adjourn made by everyone at 8:20 p.m.

Next meeting will be Monday, December 14th, 6:30 pm at the Art Center.

Consent Agenda Items:

- 1) Approval of Board of Directors Meeting Minutes for October.
- 2) Treasurer's Report and Budget:
Checking: \$17,566.21 MM: \$23,523.85 (as of 11/3/09)
- 3) Chair/Committee Reports
 - a) Education (Lisa) –
 - i) Both upcoming youth Art Saturday classes (beginning Nov. 14) are happening with six students in one and five in the other already signed up. Since we have early sign-ups, there is a good chance we'll get larger classes. (yay!) These classes are: Story Sculpture taught by Lisa Alexander, and All Kinds of Faces taught by Anouk Johanna. A potential new teacher, Sally Munroe, is assisting (as a volunteer if under eight students) for my class.
 - ii) The after-school teen classes are going well with a strong following—usually ten to fifteen students, reported by Lori Wilson.
 - iii) The youth teachers are meeting Monday, Nov. 16th to discuss some policy issues, plan our annual free gift-giving workshop in December, and plan Winter Quarter classes.
 - iv) Adult classes are continuing as usual.
 - b) Curatorial (Cheryl) –
 - i) Julie purchased bulbs to plant along the fence at the side of the building. Thank you Julie!
 - ii) The curatorial meeting focused on concerns Julie and Anouk had regarding the changes for next year. Julie would like to reserve the back gallery wall for print show to show the process of print making, tools used etc. That wall could also become a collaborative wall. Instructors doing workshops could be responsible for displaying their work. Julie and Anouk will also be making cards for New Year's and Valentine's Day and possibly hang some of them through the gallery. Other concerns were would the music and figure drawing classes continue to be held in the front room. Workshops could be planned quarterly and could be thematic. Doing a sidewalk Saturday could be another possibility.
 - iii) The youth art "spring into Art" show will be held in April at the County Building on the Community wall. The show will run for one month instead of two weeks. This will eliminate the need for parents to gallery sit.
 - c) Facilities (Noel) – No report
 - d) Grants (Linda) - Mid-term report completed for Community Foundation – Youth Art Education – Teen Classes – Since July we've spent close to \$5K. We are on track & on budget.
 - e) Publicity (Linda) – Weekly emails sent to:
Gallery Updates: Andrea - Mid County Post, Community TV, Cindy - Art League, Register Pajaronian, Cyber-times, Kirby - SCICA, KUSP for PSA's, Linda Koffman - Good Times Weekly, Metro Calendar, Nabil Ghachem – Cultural Council, Press Banner Editor, Rosemary Chalmers - KSCO, Wallace Baine -Sentinel
Art Center Updates: Alanna Thimell - Register Pajaronian, Alice Moore – Cyber Times, Andrea - Mid County Post, Community TV, Charlie McCollum – Mercury News, Cindy - Art League, Connie Petty – Times Publishing, Dala Bruemer – Pajaronian, Hane Wolhuter – visual arts calendar KUSP, Kirby - SCICA (Linda Koffman - Good Times Weekly, Metro Calendar, Nabil Ghachem – Cultural Council, Nancy Macy – Valley Women's Club, Parmalee Taff – SC Parents, Paul Davis – SC Visitors Center, Paul Figueroa – MAH, Press Banner Editor, Rachael Tannenbaum – City on a Hill Press, Sabrina Eastwood – Performing Arts UCSC, Theresa Myers – PR for MAH, Wallace Baine – Sentinel
Monthly on-line updates: Press Banner, Good Times, Metro Calendar, Sentinel Calendar, Cruzio Guide, SC-Wiki, Art Center Website
 - f) Music (Carolee) – (Report from October) Although attendance was dismal the Hawaiian Music show was much appreciated by us lucky ones who were there. The weather deterred some and too bad because really it was a perfect afternoon. A fellow up from the West side of SC said it was hotter at his house than our backyard. The river setting is beautiful. The cycles crossing the bridge are intrusive yet they remind of us of where we are. Michelle Kiba and the art center sure share a quest to offer students opportunities to grow. I'm encouraging Michelle to set a date for a student show next summer (2010). For the last two summers, our June backyard shows centered on students from Marty's beginning ukulele classes, plus other local young bands and singles. Last summer's second show in August had 8

separate acts including return visits from students and local favorites Ukulele Dick and Jayme. This summer's second show showcased local luthier Tony Graziano and home builder Pat Tracy, and Sandor showed us his Ukes and talked about their various woods.

Both of the second shows opened with a huge bunch from the Harbor called the Sons of the Beach Band. My band, Side By Side, performed both summer shows and we have 14 people in our band. And, a 10 person band from a mobilhome park in Santa Cruz - most in their 70s - played too.

Obviously, all these folks became the audience once off stage. The more the merrier, the bigger the audience. One thing I know from experience is students learn a tremendous amount from performing in front of an audience. Being able to offer a venue like the Art Center is so gratifying. Saturday, Michelle's students just glowed - they beamed they were so happy.

The summer shows were great fun. Thanks for all of your encouragement. Linda and Julie, mahalo a nui loa! Thank you very much! I greatly appreciate your help with these shows!

g) Gift Shop (Pat) – No Report

h) Ceramics (Jody) –

i) Ceramics Committee is happy to report that the new cone 6 glaze tiles by the illustrious Linda Levy and glaze squad are finished and hanging out over by the spray booth wall. We are actively trying out the new glazes with some interesting results.

ii) Our attendance is very low at this time; we are looking into new ways to approach our enrollment. Handbuilding class has 4-6 irr-regulars. Throwing on Wed and Friday has 1 person who occasionally shows up and the same with Friday Raku. Sculpture class has 2 in it's class. We have discussed even reducing our rates to match Parks and Rec, and local clay classes, to see if that might help. For throwing and Raku class, Geoff is considering a phone-in registration the day prior class to warrant his drive into the valley. Our best method to date is to collect the \$ up front for a six week class and give two weeks at the end to do any make up before beginning another class. As to rounding up more interested parties, we are looking into new ways to market our clay classes and are open to suggestions from the board.

iii) Unfortunately, I will not be able to make our meeting on the 9th at 6:30, but could come late. If you are not able to meet the quorum, please call my cell 246 4707 and I will break off from my other meeting that starts at 5:30, and get there as soon as I can. Sorry for any inconvenience this causes the board.

i) Events (Julie) – We have another newsletter to think about writing...Do you have something to say? What's new for Oct, Nov, Dec.? There's a new quarterly exhibition schedule, a letter to the membership explaining the proposed changes, announcements for classes, workshops, special events. Please include pictures if possible, and send them directly to rinaldi@ihwy.com