



Board of Directors Meeting Notes Monday February 8, 2010

Goals for 2008 – 2009

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

- 1) Call to order by Linda Levy at 6:42 pm.
Quorum established, Board Members Attending: Susan Archibald, Lisa Alexander, Julie Erreca, Linda Levy, Noel Littlejohns, Jody Snyder
Guests: Sunny Haughey
Absent: Carolee Burrows, Cheryl Costella, Michael English, Jon Wagman, Pat Worley
- 2) Chair Report:
 - a) Board Match is an opportunity to meet potential new board members. In the past no one has chosen our org, but maybe if a representative goes and meets people that will change. Meeting dates: feb. 24 and March 25. Julie interested. What are we looking for in a board member? Someone with financial or business background.
 - b) Online class registration: Linda has researched providers for this service and is looking into "PrestoRegister", which the Art League uses. We will have the service up and running by the time the next youth flyer goes out.
- 3) Consent agenda changes: Checking \$17,624.01; Money market \$28,857.07 as of 2/8. Total gallery sale for January = \$728.
Motion to approve Consent Agenda as amended, made by Linda, Seconded by Jody. Vote: All in favor
- 4) Minutes: Motion to approve minutes from January meeting made by Jody, seconded by Susan, vote: all in favor.
- 5) New Business:
 - a) Ceram-A-Rama potential dates: 8/29 or 9/19. Avoids conflict with Capitola Art & Wine. Jody will email ceramics community.
 - b) Bruce Bangert donated \$3000 for Ceram-A-Rama and ceramics classes, discussion of a gift for him, maybe a dinner. Can pay Ceram-A-Rama demonstrators a stipend from this donation, put on a pre-event workshop. Need to make a list of people to acknowledge at the membership meeting.
 - c) Membership Meeting will be March 5. Will advertise as a potluck. Go after board members by email. Looking for experience in grant writing and music. New board member candidates: Shahn Spratt and Elizabeth North have expressed interest in coming back on the Board.
 - d) Year-end reports: Refer to handouts. Linda generated reports while working on application for Cultural Council grant and others. Linda entered our data into the Cultural Data Project, required by some grantors. 21% of our income comes from grants. The Cultural Council has said tat getting grant money will be very competitive this year. They are focusing on sustaining programs providing housing, healthcare and food. Previously, we got a related grant from the Mihalik Fund, not general CF funds.
- 6) Old Business: New awning is up.
- 7)
- 8) Motion to adjourn made by Lisa, seconded by Noel at 8:03 p.m.

Next meeting will be Monday, March 8, 6:30 pm at the Art Center.

Consent Agenda Items:

- 1) Treasurer's Report and Budget:
Checking: \$17,624.01 MM: \$28,857.07 (as of 2/8/10)
- 2) Chair/Committee Reports
 - a) Education (Lisa) –
 - i) Current youth classes are proceeding with elan: Story Sculpture taught by Lisa Alexander, and Clay Saturdays taught by Jen Hennig. Sally Munroe is a volunteer assistant for Story Sculpture. Upcoming youth classes are All Kinds of Faces, taught by Anouk Johanna, All Mixed Up, taught by Brenda Berg, and Robotics, with Brenda Berg.
 - ii) The youth teachers met on 2/1/10 to discuss policy issues, and brainstorm how to bring art to more students. Regarding sugar and food allergies, we decided to add the word "illness" to the disclaimer at the bottom of the registration form. Regarding curricula and lesson planning, we agreed that there should be some basic standards and expectations for youth teaching artists at SCMAC to help maintain a high quality program. Lisa Alexander will write some general guidelines and prepare a lesson planning outline for discussion and approval by the committee.
 - iii) We also began discussion on how it might work to teach free or low cost afterschool classes at the elementary schools. This is an exciting idea that will require more discussion, planning, and grant money.
 - iv) The usual adult classes are ongoing. A free, two day cardmaking/collage workshop was recently provided by Julie Erreca and Anouk Johanna. It attracted many new attendees, and was enjoyed by all.
 - b) Curatorial (Cheryl) –
 - i) Our New Beginnings is off to a great start! Since January can be a slow month, we were hoping for bigger sales. January's income exceeded combined totals from Gift Shop & Gallery sales during the same time period for the last 5 years. Total entry fees = \$1,350.00. Total sales in Jan = \$728. We were hoping for 25 participating artists but we actually have 32.
 - ii) Several of us have received complementary comments from artists, individuals and visitors about our new layout. People I have spoken with said the gallery has a very classy look and feel.
 - iii) I sent an email to the curatorial members explaining the Curatorial Committee Meetings will now be on the third Tuesday of each month at 3:00 p.m. The next meeting will be Tuesday, February 19th at 3:00 p.m.
 - c) Facilities (Noel) – Awning up. Thanks Noel & Michael.
 - d) Grants (Linda) –
 - i) We hosted the Community Foundation at the Art Center on Wed. Jan 20, for their grants overview. About 20 attendees.
 - (1) We will be submitting an application to them for continued support for our Youth Education Programming. Deadline: Feb 26, 2010

- (2) They did state that MOST of their grants will be focused towards “safety net” activities: shelter / food / health / advocacy / legal assistance: Health & Human services areas.
 - (3) Also supporting sustaining existing programs, not encouraging new orgs or programs.
 - (4) New: asking for demographic profiles for Board & staff
 - (5) The 3-yr rule established in 2007 is now 5 yrs. This doesn’t include donor advised grants (like the Mihalik grant we got for this year
- ii) California Arts Council ~ Creating Public Value program (CVP) supports small arts organizations based in rural or underserved communities to implement new or expanded projects. The Council will award grants of up to \$10,000. All grant recipients must provide a dollar-for-dollar (1:1) match. Deadline: February 11, 2010. Guidelines are available at www.cac.ca.gov/programs/cpv200910.php We had one of these grants from the CAC 2 years ago to support our youth education programs.
 - iii) Publications Grant ~ Funding from the Elizabeth Firestone Graham Foundation supports direct costs for catalogues and other publications accompanying contemporary art exhibitions and projects, especially those supporting emerging and under-recognized artists and produced by smaller organizations outside the nation's cultural centers. Grant amounts typically range from \$5,000 to \$20,000. LOI Deadlines: March 15 and August 15, 2010. Guidelines and application are available at www.efgfoundation.com/applicationguidelines.html
 - iv) National Endowment for the Arts Access to Artistic Excellence: To encourage and support artistic excellence, preserve our cultural heritage, and provide access to the arts for all Americans. An organization may request a grant amount from \$5,000 to \$150,000. Deadlines: March 11 and August 12, 2010.
 - (1) Challenge America: To support projects that extends the reach of the arts to underserved populations. Grants are for \$10,000. Deadline: May 27, 2010.
 - (2) Learning in the Arts for Children and Youth: To advance arts education for children and youth in school-based or community-based settings. An organization may request a grant amount from \$5,000 to \$150,000. Deadline: June 10, 2010.
- v) Cultural Council Final Report submitted 2-4-10, along with request for first half payment (\$3500).
- e) Publicity (Linda) –
- i) Collaboration with SLV Museum and SC County Museums on a brochure. 25,000 to be distributed. Has a map and listings for each museum/gallery site. Cost \$200. Well within our publicity budget. They will handle the distribution to the Visitors Center in SC, SJ, Saratoga, Los Gatos, Scotts Valley. All participating museums/galleries will have some to hand out as well.
 - ii) Monthly on-line submittals for classes / gallery / workshop submitted to: Sentinel, Good Times, Metro, SJ Mercury, Press Banner.
 - iii) Weekly email submittals to all local media
 - iv) Flyers for latest show have been distributed: Cultural Council, Book Shop Santa Cruz, SC Art League, Pajaro Valley Arts Council, Lenz, Palace, other local places.

- v) Facebook Page created for the organization. Become a FAN. Urge your friends to become fans. Events listed here go out to a LOT of people via all the facebook connections.
- vi) Slide show of current work in gallery posted on the FB page.
- f) Music (Carolee) –
 - i) Marty discontinued his guitar classes due to lack of interest in the community.
 - ii) This summer, come and enjoy the backyard and local musicians.
Sing along - bring your ukulele - join the fun.
JUNE 26, 2010 - Ukuleles Gone WILD, Theme: Let the Good Times Roll
Students of Marty plus others
AUGUST 28, 2010 - Ukuleles Gone WILD, Theme: A Picnic Afternoon
All Shook Up Dance Band plus others
- g) Ceramics (Jody) –
- h) Events (Julie) - We have been asked back to Camp Joy on May 16th to celebrate spring and raise a few hundred dollars for youth scholarships. Last year we charged \$25 and split the proceeds with Camp Joy. Their volunteers provided organic salad, bread, cookies and ice tea for lunch. The plein air work was later exhibited at the Boulder Creek library. This will be our fourth time to hold this fun event.