



Board of Directors Meeting Notes Monday July 13, 2009

Goals for 2008 – 2009

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

- 1) The meeting of was called to order by Linda Levy at 6:40 p.m.
- 2) Quorum established, Board Members Attending: Lisa Alexander, Susan Archibald, Michael English, Julie Erreca, Linda Levy.
Guests: Sunny
Absent: Carolee Burrows, Cheryl Costella, Noel Littlejohns, Jody Snyder, Jon Wagman, Pat Worley
- 3) Chair Report: none
- 4) Approval of Board of Directors Meeting Minutes for June: not available.
- 5) Treasurer's Report and Budget
Checking \$12,775. MM \$23,465.
Using the same budget model as last year. Everything is lower, income tracks with expenses so both go down together. Received \$7000 grant for youth art from the Cultural Foundation. This is a matched grant so we are actually spending \$14K in total. Linda is putting together the 08-09 final report now.
- 6) Chair/Committee Reports
 - a) Ceramics (Linda)
 - i. Committee met last week and moved Ceram-A-Rama to August 30 in order not to overlap with the Capitola Art & Wine Festival. Have 2 fabulous demonstrators, as well as a fun line-up of contests. Will not be doing a trophy-making workshop, as in years past.
 - ii. The center will do a workshop at the Art Extravaganza, August 1-2 at Sierra Azul nursery. If don't get enough students, will do it as a demo instead. Need volunteers to help out at the event.
 - iii. George, one of the ceramics students, will be doing electrical work on the electric kiln.
 - b) Events (Julie)
 - i. Had a small reception at the Boulder Creek library for the plein air exhibit. Beth Benjamin wrote a poem about the day, which Julie handed out to the board.
 - ii. Newsletter is due, need content: Ceram-A-Rama, summer art camp, Community Day, passing of Geof Morton.
 - iii. Will check with New Leaf about Community Day date.
 - c) Education (Lisa)
 - i. Summer Art Camp is going great: session I had 6 & 11 students, session II had 7 & 9.
 - ii. Think Big, acrylic painting class has been cancelled, may be rescheduled for September.
 - iii. Lisa handed out a proposal for a new paid position: youth art program director. Youth education grants are among the easiest to get – this would be a position paid for by a grant. The Community Foundation likes to give seed money to start things. Linda will look at our budget, and look for grants. Not even part-time, probably about 5-10 hours a week. Lisa does many of the things in this description but as a volunteer she does not have the resources to do all that she would like to see done. If this person would be Lisa, there would be no need for her to resign from the board, but she would abstain from voting on issues that pertain to her position. Question arose:

do we have the time/space to get bigger? One area for growth is to go into the schools, targeting the elementary schools as we have done at the high school.

d) Curatorial (Linda)

Getting the 2010 list of exhibits ready for CVC listing by August 7. Discussion of new direction for the gallery. [See Linda's email for additional details] Curatorial volunteers are getting burned out on the workload, participation on all levels is down while the costs of advertising and printing remain constant. The trend Linda has noticed in art galleries she visits is toward craft – more sellable work. Talked about shifting the focus of our gallery to quarterly, seasonally structured themes, making the majority of the gallery space more like the gift shop with a focus on local art. Changing fee structure, no fee to exhibit and adjusting the % split. This change would be for next year.

e) Facilities (none)

f) Grants (see treasurers report)

g) Publicity (none)

h) Music (none)

i) Gift shop (none)

7) New Business: none

8) Old Business: none

9) Motion to adjourn made by Lisa, and seconded by Julie at 8:15 pm.

Next meeting will be Monday, August 10, 6:30 pm at the Art Center.