

**Sonoma Plein Air Foundation
Board Meeting - June 16, 2017**

Attendees: Gerry Brinton, Mandy Bolling, Irene Cook, Gayleen Brown, Ellen Hoover, Dorinda Parker, Gretchen Gardner, Linda Rosso
Absent: Susan Cook, Cathy Good, Keith Wicks, Lisa Conner, Louann Carlomagno, Judy Hallden, Nancy Pollock
Guests: Nancy Kirwan, Lois Lane

Topic	Pre-senter	Topics/Discussion Items	
Introductions	All		
Approve Minutes	Mandy		Approve Next Meeting; attendance not quorum
Financial Update 9:10a	Gerry	-Review financial statement and available funds -Report on Patron Receipts-# Patrons, Levels, \$\$, -2017 vs. 2016 To Date Comparison	Good news: we are ahead of prior year's revenue as of 5/30. Gerry will speak with Darius and/or Sarah Anderson. Ellen will speak with Capriolas. BOARD ACTION: look for missing 2017 patrons from prior years and make calls/encourage participation—as gala guest if not patron
Mailing / Printing 9:15a	Ellen	-Invitation -Postcard /Posters -Business cards -Sponsorships & Levels for Acknowledgements: Who's tracking to get to Ellen/Linda	<ul style="list-style-type: none"> • Mandy will work w/Ellen on invitation in Judy's absence. • Sponsors to date: Top: Adastra, Cocoa Planet, Transcendence Theater Company, United Airlines, Sonoma Community Center, Basque Boulangerie*, Sweet Scoops*, Golden State Lumber, Friedman's, Sebastiani Theatre (if promo film shown), New Wine donors for Monday event Mandy will confirm sponsorship list with Ellen <ul style="list-style-type: none"> • Postcards 6 x 9 done; add Dick Cole Tribute Exhibit to invitational section;-6/30 • Deadline for Patron acknowledgment on invite-6/30 BOARD ACTION: please make sure that sponsorship list is complete. Send additions to Mandy (include sponsorship level/in kind donation information)

Gala Update
9:25a

Judy

- Program update:
 - Transcendence, speaker(s)
 - Introductory speaker
 - Fund a Need/Auction emcee
 - Tribute to Keith & Judy
- Video - (Pat Meier-Johnson)

- Capacity - Max of 230. Now have 96 Patrons + 37 artists + 6 sponsorship (TBD); have 93 tickets (45+ singles couples to sell)
- Agreed to send invitations to entire mailing list
- Menu is set

Program:

- Introduction: Confirm Louann still OK
- Gerry/Keith: Acknowledge years of Artist participation; Gerry to introduce/promote Art in Action program
- Video:
 - ✓ Opening title: use 15th anniversary logo with Spark Imagination (Ellen will ask Lori Winter to send Pat and Russ high quality version)
 - ✓ Close of video: Suggestions: Have kids holding signs that say Spark Imagination! Art Matters! Art in Education Matters! etc. OR could end video with information on Art in Action and/or Art in Action as tagline
 - ✓ Keep final image up on screen during Fund a Need
 - ✓ Pallet Shape with splats of paint as bullets (not discussed—side note for future discussion)
 - ✓ Don't list URL
 - ✓ No thank you or introductions
 - ✓ No Speaker
 - ✓ Need Emcee: Will Deets; Tim Wallace; Other dynamic, passionate person; Mandy will follow up
 - ✓ Transcendence still a work in process; may sing on balcony to call guests to dinner, at dinner, yet TBD

Fund a Need: will be specific re: what donation will pay for

- Examples only: \$10,000 - Art in Action for one year for one elementary school; \$5,000 Art program for a middle school, \$2500 Art in Action for 3 classrooms in an elementary school for one year; \$1,000 one of the art programs in the high school (would be good if we could be specific—like photography, etc.); \$500 help fund Art in Action

All Fund A Need donations will go to art in schools but will be unrestricted

Photographer:

- Mandy will pursue
- Will offer to pay \$250 and list as sponsor

<p>Plaza 10:00a</p>	<p>Gayleen</p>	<p>-Panels -Later start time? -Exhibit 15th Anniversary Art? -Food / coffee trucks</p>	<p>Licenses procured. Art Panels continue to be our challenge; compounded by the City's rules on set up time for small events. To dos:</p> <ul style="list-style-type: none"> • Lois and Gayleen to meet with City to determine what we need to do to get early set up • Gayleen will buy grid 2 panels to be tested for sturdiness and capacity for art • Irene to check with artists for their opinion of grids <p>Rentals will be from Encore</p> <p>Issues:</p> <ul style="list-style-type: none"> • Valley Vibes no longer available • Gayleen to check w/Lisa Conner on High School bands • Food/coffee trucks TBD—maybe discount at Basque? <p>ACTION: Gayleen to sign up for a BIG EVENT for 2018 so we will have “no hassle” early set up</p>
<p>Grants 10:15a</p>	<p>Nancy P Dorinda</p>	<p>-New Grant Application: Update from Louann; Option A & B -Expectation that 4+ schools will use AiA (might have info after meeting with AiA) -School Liaisons & Roles -2017 Rollover \$ reverts back to SPAF (spending w/i 12 months of grant)</p>	<p>Activities from May meeting completed. No report in June. Nancy will update Board at July meeting</p>

<p>Artists 10:40a</p>	<p>Irene</p>	<p>-2017 Artist update- confirmed activities -Update on Easels, Lights, support needed? -Monday Welcome Event (Gretchen) -Exhibitions & Sites (Studio Art, Quick Draw?) -Artists' Choice-15th Anniversary: — Adastra Update: Logistics & Staffing</p>	<ul style="list-style-type: none"> • Adastra-August Thur-Monday. Will have iPad with a Square for Adastra tasting room rep • Artists are set; 36, maybe 37 • 15 Artists for August signed up; Linda/Irene to get Tim Horn; Lois to sleuth Poon • Easels are in process; will have small work party to complete in next week or so • Art lighting is the challenge; get expert opinion; board approved pursuing lightning consultant if necessary; Irene to coordinate costs (if needed) with Gerry <p>Artists Welcome Party - Gretchen has great party planned</p> <ul style="list-style-type: none"> • Will be in Grove; Need bartenders (4) • Gerry will handle Paperless Post invite- artists, guests, hosts, patrons, wear shoes for grass • Gerry will inventory wine on hand to see how much we need donated (Susan Idell has reached out to Judy to offer wine) • Mandy, Dorinda and Gerry volunteered to help Gretchen as needed • Gretchen will send list of volunteer needs to Nancy K and Lois (bartenders, set-up, food running, clean up, etc.) <p>Artist Lunch at Susan Cook's: Thursday salads from board members and/or box lunches, paper goods</p>
<p>Marketing 11:00a</p>	<p>Linda</p>	<p>-Online Access to Board Minutes -Website Training -Planned Articles for Publication -Advertising /Other Promo Plans -Newsletter</p>	<p>Valley of the Moon magazine will do a feature in next issue SW Art reaching out to artists w/discount Advertising - 2017</p> <ul style="list-style-type: none"> • Explore new postcard that would go out in late Aug/Sept with Festival details; sent to select carrier routes; compare cost to IT costs. Consider: bring this postcard to the Plaza to be entered into a drawing, etc. • IT ad to list events (specific vs. generic) • Continue SUN —tourist resource • Social media ramping up; our newsletter has 1250 subscribers! <p>BOARD/VOLUNTEER ACTION: Promote our newsletter when talking with people; get email addresses to Linda</p>

<p>Volunteers 11:15a</p>	<p>Nancy K Lois</p>	<p>Volunteer Update Lois Layne will co-chair -Friends of Sonoma Plein Air -Letter to volunteers -Call to Volunteers: Website; newsletter -All volunteers, friends, etc. send to Nancy -Plaza volunteers</p>	<ul style="list-style-type: none"> • Lois and Nancy are co-chairing our volunteer effort: recruitment, volunteer coordination for Plaza; volunteer communications; volunteer appreciation programs • Linda to add phone number request to volunteer sign up on web • Lois/Nancy will send letter to last year's volunteers from the schools. If possible, obtain phone numbers for our volunteer data base • Volunteer process discussed: <ul style="list-style-type: none"> ✓ Website inquiries are sent directly to Mandy ✓ Prospective volunteer receives -auto web response; saying someone will be in touch soon, etc. ✓ Mandy will forward all inquiries to Nancy/Lois with recommendation of which committee chair(s) should contact volunteer ✓ Nancy/Lois will send welcome letter (via email) and cc: applicable bd. member and will then track volunteer through to assignment. • Friends of Sonoma Plein Air Program approved with no membership fee. Nancy and Lois will further develop program. Current and new volunteers will be part of the group. Will include special contacts, invitations, etc. • Volunteer Party for 2017 Festival Week- Date/Event TBD • Linda to send logo to Nancy for volunteer communications. Would like to create a specific look (branding) for volunteer communication <p>BOARD ACTION: Look at volunteer list sent by Nancy and correct spelling and email addresses of people you know Forward any new volunteers you recruit to Nancy & Lois</p>
<p>Quick Draw 11:30a</p>	<p>Cathy</p>	<p>New developments?</p>	<p>No report</p>

<p>Absences and Back Up 11:45a</p>	<p>Mandy</p>	<p>Summertime Absences & Back Up: Mandy, Irene, Dorinda, Judy H., other?</p>	<p>Absent from Board Activities: Judy H. June 15-July 15: Mandy will cover & update Judy (Judy available via email) Irene July 4-July 27: Will artists have a contact while gone? Mandy: July 15-August 4: Gerry will cover July bd. meeting (Mandy available via email, etc.) Dorinda: June 20-September 8: Linda will be acting secretary (Mandy and Linda will create July agenda)</p>
<p>Miscellaneous</p>		<p>Susan Anderson-Norby (current patron) is having a yard sale and will donate proceeds to SPA</p> <p>September Board Meeting</p>	<p>Irene will deliver SPA bags to have available for sale. Question: who will send thank you to Susan? (Mandy as President; Gerry as Treasurer; Susan Cook as friend?)</p> <p>Tentative date set for 9/8. Please put it in your calendar. Linda will add to online calendar</p>
<p>Adjourn</p>	<p>Mandy</p>		