



*Nourishing the creative spirit in everyone*

**Board of Directors Meeting  
Virtual Meeting via ZOOM  
October 26, 2020 at 6:00 pm**

## **Minutes**

**Present:** Sally Dallas, Kris Horn, Charles Hillestad, Courtney Terry, Gail Watson, Holli Wagner, Val Blaha, Donna Sires, Stephanie Sherman

**Excused:** Cassie Sollars

### **Approval of Previous Minutes (September minutes)**

**Action:** Motion by Gail Watson to approve minutes.

Seconded: Holli Wagner. Vote taken: **Motion passes.**

### **Reports:**

#### **Financial Report...**

One change: CD amount will be \$500 lower per board vote on October 16. Deb Weiner will try to just use \$300 for Paper Gardens so the grant program can get \$200. Won't know until after this grant period, so it will probably go forward to 2021.

Val asked about if there is a line item for website domain registration and hosting. Sally said she has paid for both and gets reimbursed. Definitely less than \$100 year – it's combined with other websites she does. She'll figure out what the annual amount is and will let us know.

Kris: everything we take in, we put back into grants, scholarships, programs, etc. Expenses and income usually match up.

#### **Discussion re: grants and other funding:**

Chuck: would it be a good idea to hire someone to help seek grants for us, like other organizations do. Kris: depends on our budget; Sally: it hasn't worked in the past, mainly due to cost. Some discussion about whether that would be a flat fee or? Holli thinks it's a good idea. Charles: ask Carrie Martin, or another person who does it. Charles will look into it, and Kris will talk to Sean at the Cultural Center. Kris: would be good to be able to endow the scholarships, etc. so that there can be long term funding. Our membership/donor pool needs to enlarge. Charles: can we do something in conjunction with the public art committee in McMinnville, ex. Buy art from local artist, and have it be public art. Maybe some sort of collab with Linfield. Or possible joint projects with the high school. Holli: idea... have a live auction with student art projects in 2021, county wide. Or maybe a juried show. Charles: maybe work with IPNC re: wine-related art? Holli: suggested adding fundraising/grants on our agenda, and/or have a special board meeting. Kris agreed.

#### **Art Harvest Tour 2021 ... Nothing new for next year yet**

Kris: Not much new.

#### **Paper Gardens ....**

Kris: Took \$500 from our CD to give PG matching fund for grants. Deb is applying for grants for 2021 and is planning for it to go forward as usual. She's hoping to not need more than \$300 from the AAYC funds.

### **Education...**

Courtney: Working on getting the word out about the education grants. Has contacted school secretaries; needs to put word on social media, etc. Trying to let potential applicants know that we are open to creative ideas.

Kris: Courtney got the same email from Cassie about the budget. May have to sit down with Cassie to figure out what's going on with the budget. Two years ago we didn't have designated income for grants, scholarships, but we've funded it thru membership etc. At end of 2019, the end of year campaign didn't bring much money in. Kris will keep working with Courtney to figure out how to go forward to fund the ed. grants.

Holli: how much is designated and available for grants? Kris: about \$713. \$250 donation from Sandra Emmons – designated toward scholarships. Cassie asked about talking to her if we can move it to grants.

### **Membership...**

Val and Holli... had a membership meeting yesterday. Priorities: 1) need mission statement defined for grants, etc.. Define our core purpose; 2) website: id who we are, how you give us money, what we do with it; 3) membership drive with letter about 2020, 2021 (sponsor of film festival, etc); Gail: usually produces that... can work with us so we can use our mail permit... 4) social media – membership drive, more frequent engaging posts, etc.

#### **Some ideas for a social media campaign supporting the December membership drive:**

Holli: have artist members do a live stream to talk about their process; Can ask the cellist scholarship student to play, talk about his goals, impact of scholarship, etc. **Courtney will talk with the cellist.** Charles: we could ask Mike or someone to make sure videos can look professional? Holli: main focus should be having the videos be relevant; Gail: Caroline O'brien has footage from Terroir and Paper Gardens. Kris: Mike sent our thank you cards to people who joined above a regular membership. Gail: Mike probably has video footage.

Val: Would like to collect info re: organizational structure, board structure/committees, etc. Several purposes: institutional knowledge; for new board members or volunteers; to better be able to articulate to funders, etc and on social media/and our website exactly what we do, how we are structured.

#### **Discussion about mission statement:**

Kris: we need to be clear about the difference between mission, tag line, vision, core values, etc. Holli: has worked with many companies/orgs to create mission statements, etc. Sally checked by-laws re: changing mission statement, and it's doable. Holli will work on it and send suggestions to the board for edit/approval. She will also send out notes from the Membership committee meeting yesterday. **Val – will write membership letter and send to Kris for edit/sign, etc.**

#### **More ideas relating to social media:**

Courtney: has some resources relating to art trivia; **will send info to Holli.** Holli suggested: keeping FB posts focused on art and education in Yamhill county. But some posts with a wider focus have brought a lot of engagement. Sally: Holli is a FB admin, and the rest of us are editors. Steph: suggestion a program called Buffer: which can help time and schedule social media posts. Chuck: other social media: need to use Instagram, etc. (Sally: we don't currently have an Instagram account). Charles: can ask artists if want to generate content for our social media. Val: maybe a member perk could be being highlighted on FB. Would be to be curated for quality control, etc. Charles: suggested having an art challenge – for example, if something happens in Australia, we can challenge our artists to do something similar

#### **Discussion about our end of year membership drive.**

Kris: how many people on the list (~260, on list, 95 members). Charles: can we ask our artists if they can share their lists. Holli: question of how effective is a mailer. Sally: needs to be a mix of mail and email/online. Kris: Mike and Kris have sent our thank you cards to people who joined above a regular membership. Holli has membership forms, envelopes, etc from Mike for mailing. Gail can help with printing envelopes, forms, etc, and reminded us to make sure the \$ is in the account to pay for the mailing); post office has the details;

Kris: YCCC: switched to all electronic, and our numbers through them have gone down.

One of our main income streams in the end of year campaign via YCCC; (Oregon Cultural Trust)?, and matches it to AYCC. We're one of many organizations who are part of that. \$1900 a few years ago, \$200-\$300 last year. Kris would like to do our own end of year, where we can be an umbrella for other funds. Currently YCCC has 25 words to explain what we do.

### **New Business:**

#### **New board applicant:**

**Stephanie Sherman:** introduction. Used to do comedic/dramatic improve in LA and Chicago. (General board introductions.)

### **Old Business:**

Gail: Poetry on Demand has a book, and sales will benefit AAYC (Education programs); Courtney suggested a Zoom poetry reading. **Sally: can set up to sell the book on the website.** Publication date? Not yet. Talk with Courtney and Mike re: sneak peak/preview, etc.

### **Meeting adjourned.**

Next meeting Monday Nov. 23, 6pm, Zoom.