



Nourishing the creative spirit in everyone

**Board of Directors Meeting
Virtual Meeting via ZOOM
April 26, 2021 at 6:00 pm**

Minutes

Welcome

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

Excused: Cassie Sollars, Courtney Terry, Stephanie Sherman

Approval of Previous Minutes (February minutes)

Action: Motion by Donna Sires to approve minutes as amended (name corrected)

Seconded: Sally Dallas. Vote taken: Motion passes.

New Business #1:

Guest, Mike Santone, proposal for poetry as advertisement in the News Register. 501c3 rate: \$231/ad Bottom of ad would say "sponsored by Arts Alliance of Yamhill County". Has already paid for 3 of these already (using his stimulus money). Could do it again next April for National Poetry month. Can also do .30/word in Classifieds (has done haikus). Much less expensive. Charles: idea: put poetry in Letters to the Editor. Mike wants to help support the local paper by paying for ad space. Gail: volunteered to create display ad for next time. Mike: will take it into consideration.

Discussion and update about Poetry on Demand. Last one was 3/6/2020 and was a fundraiser for AAYC. Hoping to do some more this summer, and will probably earmark funds raised for education/teacher grants. Can promote via social media. Can also do it at various farmers' markets (Mac, Newberg). Mike and Kris will look into these. Can also do at city events. Sally: Newberg Artwalk will be taken over by the Newberg Downtown Coalition (Sally and Kris ran it for 16 years). Mike: will definitely be doing 3rd on Third starting in June/July, and **will get back in touch with board so we can update/post on social media.**

Discussion about haiku/classifieds idea. Could do it in Newberg, McMinnville papers with students' haiku. Discussion about submissions – could submit to board, have contest, and/or pull from Paper Gardens. Need to keep simple if charged by word: haiku, student name, school initials, "sponsored by AAYC". Holli volunteers to sponsor one in the News Register. Could/should connect with Literary Arts teachers for future submissions. Mike: April cost \$21.60 for weekly classifieds.

Discussion about Paper Gardens' future. Kris: After 5/13 event, there will be a meeting with Deb's committee, people from Cultural Center, etc to do some brainstorming. **Kris: will make sure Mike gets notified about the meeting.** Gail: stepping down but not out... happy to help whoever comes in.

New Business #2:

Charles: Public Art Committee, is teaming up with Visit McMinnville for Artist Call for a mural for the senior housing near the railroad station. Call for artists will be in May. Transition between historic downtown and granary district. ~70' wide x10' tall. \$20k for materials, etc. **Chuck will get the info to AAYC when it's released.**

New Business #3:

Val: Suggesting a change in how AAYC receives emails. Currently, all emails go to the whole board. Sometimes it's unclear as to whether someone has responded, or who should respond. Suggestion: identify two Board members (perhaps one from Executive Committee, and one from the Communications committee) to receive these emails, rather than the full board. They can respond or forward them to other board members who might be better suited to respond. Goals: reduce redundancy, confusion, and increase efficiency.

Sally: have an "info@" email for general questions and an "board@" for board-specific communications.

Holli: has several questions for GoDaddy and will look into how the new website's contact form works, etc)

Reports:

Financial Report... written Cassie

Nothing reported.

Paper Gardens Written/Deb

Kris: we all received the PG update. Encourages all of us to attend the Zoom meeting.

Education, update on Scholarship applications...Courtney – emailed update

Kris: we've only had 2 applications, and one wasn't going into an arts-related field. Extending deadline to May 13 and doing further contacting of county schools. **Holli: will update the graphics and re-post with "application deadline extended"**. Kris: last year we extended and most/all apps came in during the extension.

Membership... Holli

Holli: struggling on time because of her new job. Was able to get a matching grant of \$750 for AAYC from Verizon for the website. Could use some help with website, possibly an intern. Our website is still up and functioning in the meantime. (Help could cost \$2300-\$5000 for tech help.) **Holli will look at local colleges re: interns, and/or possibly post on social media looking for a volunteer.**

Still **needs bio and photo from all Board members** except Steph, Val. Holli emailed her film festival bio to everyone (as an example). Kris will pull hers off Chehalem, update and send it. Can look at Chehalem Cultural Center website for an idea of what our page will look like, and ideas about how to write a bio.

Old Business:

1: Further Discussion re: capacity building process

Val: Summarized the input received from board. Some common threads... need funding, increase board numbers/breadth, more organization (internal). Next steps: SWOT analysis, knowledge audit, compile and organizational documents (info, procedures, etc)

Could have a discussion re: longer term direction of AAYC.

Kris: we have several robust programs, primarily focused on Fine Arts, and Writing (with the Scholarships and Teacher Grants with a slightly more broad).

Charles: We have some big threshold questions. do we want to continue our current work, or become a larger organization, true alliance, more expansive, wider within the county, etc.

Seems like work to be addressed at a full board retreat. Need to look into options for this. **Kris – will look into facilitator option, location. Holli mentioned a possible alternate location...will look into it.** Donna – July doesn't work for a retreat for her. Kris: need a plan for board recruitment. Need to identify skills, etc, and find people with those. Val – has draft list of documents that we should have accessible for board members, etc.

Val will work on pulling documents together, editing (seeking board input as needed), organizing, and sharing on OneDrive.

Meeting Adjourned. Next meeting Monday **June 28**, 6pm, Zoom.