

**Sonoma Plein Air Foundation
Board Meeting – Meeting Minutes March 9, 2018**

Present: Mandy Weltman Bolling, Gerry Brinton, Irene Cook, Susan Cook, Gretchen Gardner, Cathy Good, Judy Hallden, Ellen Hoover,
Pat Meier-Johnson, Dorinda Parker, Nikki Parr, Linda Rosso
Absent: Nancy Pollack, Esmeralda Sanchez-Mosley, Keith Wicks

Topic	Discussion	Action/Followup
Minutes		Approved
Financial Update		We have money in the bank. Linda McTaggart is sending a check to Gerry for QuickDraw and Saturday extra amounts.
Printing Schedule	PATRON LETTER: -Final mailing to go out mid April. -Changes made to patron letter to reflect the kids. -Donation levels remain but levels were edited, Art Angel, Art Admirer, etc. Addition of “Thank you Plein Air Supporters.” Patron mailing card will have the SPA logo and “Express Yourself” art on the enclosure card. Adding a line: “An all-volunteer organization”.	Ellen needs more prospect names/address by March 15. All: Send corrections, additions, deletions too Ellen via email. We need <u>physical mail addresses</u> . All: Please review the Invite List to see if anyone should be moved to Patron List. Gerry to provide an annual report on how much money was spent. This will be included in mailing to patrons. Gerry to write with Linda . Linda is updating SPA Brochure to have on hand at Film Festival and 4/13 events.
Additional Events	VALLEY OF TALENT WEEKEND 4/13 EVENT AT SCC: Story ran in IT, Oakmont, Kenwood, Visitor Centers, Fine Line What about catering at Valley of Talent event? Promote the entire weekend of Valley of Talent. Wording needed to show SPA’s support for many of the entities involved in the weekend’s events eg. SVMA, SCC, SVHS, Art Guild. Raffle tickets to be sold at Arts Guild and Sonoma Community Center. Acknowledge local businesses for raffle donations.	Judy to provide flyer to Vintage House for newsletter and bulletin board. Linda to provide art show flyer to Newcomers. Irene and Dorinda to provide flyer to Lisa Connor. Judy needs to know how much wine we need from Susan Idell for 4/13 event. Jennifer has rounded up all kinds of donations for raffle from city retailers. Cathy will buy food at Costco for SCC exhibit during Valley of Talent. Pam Gibbons will do press release. Mandy will do a new poster with dates and locations for Valley of Talent. Mandy will handle ticket raffle for those who buy raffle tickets online.

	<p>COMMUNITY QUICKDRAW AT FARMERS MARKET: To be renamed to “Community Paint-Off”</p> <p>HIGH SCHOOL SHOW 5/2-3</p>	<p>Pat to coordinate with Gayleen re Plaza costs, date, and location for Paint-Off. Considering a summer event. Might be cost-effective to use the amphitheater.</p> <p>We will post 5/3 event to patrons for 3pm to 6pm exhibit. Probably no reception across the street as Cocoa Planet is moving to Arizona.</p>
School Liaison	<p>No new meetings since last board meeting in February. Dorinda provided activity sheet showing actual grant projects. We need to be connected to schools better for grants. Worksheets are on the SPA web site portal. Prestwood and Flowery do Art in Action. Dunbar wants to do it. Sassarini is still considering.</p>	<p>School Liaisons consider sending questions to schools ahead of time per Mandy’s experience with Flowery.</p> <p>Ask teachers to identify children who might be good interviews for the video. (Russ needs to do video before school is out this semester.)</p> <p>Jennifer and Gretchen: Prestwood needs to be validated. What does this mean?</p> <p>Judy will have table top canvases to distribute to schools by next board meeting 4/6 (next board mtg is in Andrews Hall, not in 208 or 212). Each school will be asked to provide at least one canvas to use to decorate a table at the Gala. Release re elementary schools is going out. Kohana who was doing a mural has not gotten back to SPA. Considering creating a SPA stamp to provide schools (in lieu of the existing sticker)</p>
Artists	<p>SIGNUPS SELECTION: We have several new artists. HOUSING: Can we start the process by end of March? Goal: to announce artists by the end of March.</p>	<p>Irene has several new artist responses. Will work with Keith re final decision. Linda plans to promote names of artists 3/26. Susan Cook will manage housing.</p>
Gala Update	<p>THEME: The Gala is on track. Theme: “Express Yourself.” Suggesting mounting speakers in the cocktail area of BV to play music and make announcements more easily heard. CATERING: BV or Park 121?</p>	<p>Irene to determine whose art goes where. Judy to draft guidelines/suggestions for schools re: table top decoration (no glitter). They will be 3’ x 3’ and placed atop the existing tablecloth, which should be a in contrasting color or black. “Express Yourself” logo will be on each tablecloth. Nikki to create tablecloths that will go to schools to be decorated.</p>

	<p>LAYOUT: Art will be on the counter and generally where it was last year. Some art can be across from the bar. Green screen entertainment to be near plaza area.</p> <p>TABLE COVERINGS: will be decorated by schoolchildren.</p> <p>Candelabra and votives will be the same. Table names will be schools plus several other beneficiaries of SPA funds. May need to divvy school names to cover more tables.</p> <p>BLANK CANVAS: We will do Blank Canvas again.</p> <p>VIDEO: for the Gala to juxtapose artists and kids talking about what art means to them.</p>	<p>Pat suggested a green screen that will enable guests to stand in front of a digitally projected image such as a famous masterpiece and be photographed. The photos will be printed out on-site. Pat and Judy spoke to green screen vendor 3/15; Judy to visit them at their HQ in New York on 3/26 or 3/27 for final vetting.</p> <p>Judy suggested a giveaway of a picture frame in the 4 x 6 size of the photos. The Sonoma Plein Air logo could be put on the frame as an overlay sticker. The Dollar Store may be a good source.</p> <p>Judy is working with Staci for a bid from the BV chef by March 16.</p> <p>Silent Auction bidding to close before dinner.</p> <p>Irene to contact artists about getting video from them. School Liaisons to ask teachers to identify children who might be good interviews for the video. (Russ needs to do video before school is out this semester.) Pat to work with liaisons to find out best dates to video kids.</p> <p>Irene to send request for video content to the artists for use in the Gala video.</p> <p>Gretchen will share more information about Monday Artist's Reception event, including wine needs. Theme will be "Honky Tonk Lagoon."</p>
Marketing	<p>VALLEY OF TALENT: Call to artists was in IT. No call to elementary schools for no. Artist announcement slated for week of 26th re the April 13th exhibit.</p> <p>TRIFOLD BROCHURE: Will repurpose what is on the SPA web site. Will be available at Artist Guild, Film Festival and for use year 'round.</p>	<p>All keep spreading the word. We have good response from artists so far.</p>
Additional Committee		

Updates		
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