

**Sonoma Plein Air Foundation  
Meeting Minutes – January 19, 2018**

Present: Ellen Hoover, Gayleen Brown, Irene Cook, Dorinda Parker, Linda Rosso, Cathy Good, Gerry Brinton, Judy Hallden, Jennifer Parr, Nikki Parr, Nancy Pollock, Keith Wicks, Mandy Bolling, Pat Meier-Johnson, Gretchen Gardner, Nancy Kirwan, Lois Layne, Shelley Sorano

Absent: Susan Cook, Esmeralda Sanchez Mosley

<b>Topic</b>	<b>Discussion</b>	<b>Action/Follow-up</b>
<b>Approval of Minutes</b>	Correction: Cathy Good was present at the November meeting.	
<b>Recap 2017 Accomplishments</b>	Kudos all around for the risks and accomplishments that made 2017 a banner year, including newsletter, plaza, printing, gala, web site, defining roles, identifying volunteer candidates and more. Everything was successful and we have money in the bank.	
<b>VISION</b>		
<b>Committee Chair Report</b>	<p><b>QUICKDRAW:</b> Want to rethink the event.</p> <ul style="list-style-type: none"> <li>-Not all artists participated and some did art that was not strictly plein air. It does not get enough attention.</li> </ul> <p>Alternatives:</p> <ul style="list-style-type: none"> <li>-Artists can bring something they've already painted. Some may choose to paint.</li> <li>-6" x 6" art sale.</li> <li>-Do a mini "Salute to the Arts."</li> <li>-Invite local artists to paint.</li> <li>-Combine event where local, amateur artists paint and plein air artists sell already painted work.</li> <li>-Artist demos.</li> </ul> <p><b>VOLUNTEERS:</b> Try using software on SPAF site – Signup Genius/Volunteer Genius to let anyone volunteer. Will allow potential volunteers to sign up for specific times/roles. Also drives people to the website.</p> <ul style="list-style-type: none"> <li>-Looking for additional committee member to work with Nancy and Lois.</li> <li>-Tap Friends of Sonoma Plein Air to be volunteers. (For future discussion.)</li> <li>-Create opportunities for high school students and artists to communicate with each other. Consider opportunities throughout the year (Skype, etc.) and week of → promote opportunity as a way to encourage high school students to volunteer at the Plaza (time with artist, etc.).</li> </ul> <p><b>PLAZA:</b> Let's get back to some things lost last year.</p> <ul style="list-style-type: none"> <li>-Get Fine Line back and have them create affordable art kits.</li> <li>-Get Valley Vibes to play music.</li> <li>-Find food vendors for the plaza: Sweet Scoops, wine. "Frenchie" (mobile food car). Will need to figure out if additional permits will be required.</li> <li>-Want to add more color this year.</li> <li>-Considering ordering umbrellas for artists.</li> </ul>	<p><b>Keith</b> and <b>Cathy</b> to discuss further.</p> <p><b>Nancy K.</b> to research software programs.</p> <p><b>Dorinda and Irene</b> to discuss at liaison meeting with SVHS in February.</p> <p><b>Keith</b> knows owners of Sweet Scoops.</p> <p><b>Nancy P.</b> will give Gayleen contact info for Frenchie.</p>

- Gayleen will need help with signage as event draws near.
- Would like to form committee to work on Plaza. Susan Schroeder is on board to help.
- ARTISTS:** Juried Art worked perfectly online.
- 11 artists have applied.
- Move Studio Art from Adastra to Bump. Will have exhibit for month prior to Festival. Would like to exhibit Keith's work. Bump will put display in window to promote SPA.
- Studio Art at the Gala was too complicated.
- Blank Canvases sold well on Saturday.
- Several artists enjoyed doing demos. We need a mic and sound amplification.
- MARKETING:** Increased volunteer support will allow for greater marketing push.
- Expecting to have more content for the web site and newsletters: get word out about programs at schools and other events.
- Expect to have content coming from schools.
- Get a TV station to cover Quick Draw.
- Explain why we are doing this for schools.
- More events involving community/amateur artists = more promotion.
- Consider banners, posters, plaques for schools to promote SPA
- Put together a Calendar of Events for all SPA funded events (Arts Guild, SVMA/ARTS exhibit, information from liaison meetings, etc.). Will do more to promote via newsletter and website, etc.
- Arts Guild would be happy to promote SPAF year-round.
- MONDAY NIGHT:** Gretchen needs more volunteers.
- TREASURER:** Gerry needs a better idea of anticipated expenditures for the budget.
- Gerry to send outline of panel rental rates and arrangements.
- SPA does a great job managing expenses.
- We need more people to learn and manage the Square interface for sales.
- Eventually we will need a new Treasurer.
- GRANTS:** Grants are given before we know what our expenses are. We have a surplus because we did well, but it might not always be this way.
- Are there new needs for grants since the fires?
- Will improve online aspect of Grant Application to make easier for grantees.
- Middle school needs money for field trips.
- GALA:** Thanks to everyone.
- Buena Vista has agreed to offer site at no cost again. They would like us to use their in-house catering. They will work with our budget so will want to have that for them ASAP.
- "Sweet Sixteen" theme.
- Reconsider parking.
- Will Deeths will emcee again.
- Need more early and late event volunteers.
- Could Russ interview more artists for the video at the gala?

Keith and Irene to discuss exhibit at Bump.  
Irene to communicate with Adastra.

Everyone make sure to pass information from your school liaison meetings (successful programs, upcoming events, photos, etc.) to Linda.

Everyone (Committee Chairs) is asked to get your expenditures to Gerry ASAP so she can create an annual budget.

Gerry will send out panel rental information.

	<p><b>DATABASE/PRINTING:</b> Ellen did a lot of data entry. Database isn't working as a fundraising tool. Donor management tools online available. Need to pick the right one. And maybe hire someone to do this. Jennifer might have an hourly part timer. Find out what local nonprofits use for database software. Nothing custom.</p>	
<p><b>Additional Events</b></p>	<p>How do we tag onto other groups and events promoting kids' art? How do we involve local artists more? Paint-off?</p> <ul style="list-style-type: none"> <li>-Spring event: greater interest expressed for a community-based vs. patron thank you event. -Linda mentioned the success of the public Mill Valley Paint Off. Could exhibit work at Community Center or Art Guild. Would likely need permit from city.</li> <li>-Student Exhibit – Is Cornerstone available for student art and patron cocktail party? Maybe combine it with Donor Thank You party. Gretchen is willing to organize. Keith can help secure site.</li> <li>-Tap into “Small but Grand” show at Arts Guild. Market broadly to patrons and community supporters. Maybe expand to include art-walk leading to an additional exhibit at the Community Center. Art Guild will also display middle school art work during exhibit.</li> <li>-Lewis Cook Awards winner exhibition at Arts Guild. Could include work of past winners if need inventory.</li> <li>-Consider Six-Squared exhibit of small artwork.</li> <li>-Organize a calendar of events that Linda can have.</li> <li>-Art in Action class for patrons. (Sassarini and possibly other principals do not know about Art in Action.)</li> <li>-In spring do a thank you for patrons, maybe at Suite D. Something simple. Susan Idell could provide wine. Maybe pair with SixSquare exhibit and sales. (Always make it a sales opportunity.)</li> <li>-Revisit idea of sponsoring a community art project (i.e.: distributing an item that becomes a permanent piece of art that promotes SPA).</li> </ul>	
<p><b>Community Engagement</b></p>	<ul style="list-style-type: none"> <li>-Presentation to Sonoma Newcomers – need to get on calendar. Show Russ' video. Recruit volunteers and promote events.</li> <li>-Annual appeal letter to go out to parents through schools to promote SPA, ask for smaller donations, recruit volunteers. Principals would be receptive and grateful as arts are most vulnerable to budget cuts. Ask families to “join” SPA.</li> <li>-Liaisons to ask principals how to distribute Appeal Letter and how to promote SPA to families (online newsletters, Peach Jar (system to distribute flyers electronically), weekly folders, etc.) reach parents for donations and volunteers.</li> <li>-Have a presence at Rush (back to school registration days at middle and high schools): table requesting donations, volunteer support, promoting SPA and its activities.</li> </ul>	<p>Linda to contact Sonoma Newcomers.</p> <p>High School liaisons (Irene and Dorinda) and Middle School liaisons (Gayleen and Ellen) to discuss presence at Rush events.</p>
<p><b>MOVING</b></p>		

<b>MOVING FORWARD</b>		
<b>School Liaison Report</b>	<p>-Some liaisons have not reached out yet. Everyone encouraged to schedule meeting in February, if not sooner.</p> <p><i>Updated Plan from Nancy P. and Dorinda since the Board meeting:</i></p> <ul style="list-style-type: none"> <li>-Each month, we will make time on our meeting agenda for Liaison updates from school meetings. Each Liaison can review new activities, key discussion points from recent meetings and SPAF follow up or suggestions for the team.</li> <li>-Nancy and Dorinda will keep a master spreadsheet summarizing all meetings, SPAF projects, and Liaison program ideas shared by each school/Liaison.</li> <li>-If there are questions between monthly meetings or you would like to check on any new developments, please feel free to call Nancy, Dorinda or Mandy.</li> <li>-This should streamline the feedback process and capture results of the Liaison program and SPAF funded projects.</li> <li>-You'll receive an update of the form with suggested topics for Liaison meetings later this week; it will include new ideas that came out of our planning meeting.</li> </ul>	<p><b>All liaisons</b> should plan to meet with their schools in February.</p> <p><b>Dorinda</b> will create/update forms to use during meetings with schools.</p>
<b>Volunteer Report</b>	<p>Nancy wants input.</p> <ul style="list-style-type: none"> <li>-Should Friends of SPA offer options for Free/Volunteer/Donation participation?</li> <li>-Send out Google Doodle re what we all want to volunteer for.</li> </ul>	
<b>Development Program</b>	<p>Jennifer presented updated Sponsorship Packet. Changes discussed:</p> <ul style="list-style-type: none"> <li>-Remove "Levels and Benefits" section.</li> <li>-Remove duplicate titles such as "Founder's Circle Sponsorship Benefits" and "Artist Circle Sponsorship Benefits."</li> <li>-Distill each tier's benefits into fewer bullets.</li> <li>-Reduce number of gala tickets.</li> </ul> <p>Jennifer will:</p> <ul style="list-style-type: none"> <li>-Update Sponsorship Packet.</li> <li>-Put together a calendar of when local businesses typically write their nonprofit donation checks.</li> <li>-Explore in-kind donations. We need to compile a list of all in-kind donations we'd like to secure.</li> <li>-Expand to out of area sponsors, e.g.: Dick Blick, Jerry's Artarama.</li> </ul>	<p><b>Linda</b> will send Jennifer proper fonts for Sponsorship Packet.</p> <p><b>Everyone</b>, consider desired in-kind donations. Get list to Jennifer ASAP.</p>
<b>Gala</b>	<p>"Sweet Sixteen" theme.</p> <ul style="list-style-type: none"> <li>-Do better job of honoring artists. E.g.: Put them in the video.</li> <li>-Artists submit video tours of their studios to use for website content.</li> <li>-Artists submit their own videos for editing into gala video.</li> <li>-Juxtapose artists and kids in video.</li> <li>-Show video at Bump on a loop.</li> </ul>	

<b>Artists</b>	-Feb 28 art submissions close. -March 10 contracts go to artists.	
<b>Website</b>	-Review/update board member bios. -Update About Us section. -Do hidden pages for seasonal events to resurrect in future years. -Need someone to learn to update the site. -Pat to set up YouTube channel for SPAF. -SV Film Festival – will they run the video?	<b>Board members</b> review and/or submit bio to Linda.
<b>Infrastructure/ Spending</b>	Database: -Patron Database: review what other nonprofits use/discuss with knowledgeable community members. -Volunteer Database Need to brainstorm what we need a computer program to do to maximize benefit. Agreed would pay someone to create, maintain and update program.	<b>Ellen</b> will discuss with Kimberly Blattner and others as needed.
<b>Board/Committee Chair Recruitment</b>	-Thrilled that Dana Stokes and Jennifer Parr have joined the board. -Continue to have meetings with prospective volunteers.	
<b>2016 Meetings</b>	Meetings are scheduled for the 3 <sup>rd</sup> Friday of each month, 9a-12p, Community Center. Feb 16; March 16; April 20; May 18; June 15; July 20; August 17	<b>Everyone</b> please mark your calendars