

Sonoma Plein Air Foundation

Board Meeting – Meeting Minutes February 16, 2018

Present: Gerry Brinton, Pat Meier-Johnson, Nikki Parr, Nancy Pollock, Dorinda Parker, Dana Stokes, Jennifer Parr, Cathy Good, Nancy Kirwin, Ellen Hoover, Linda Rosso, Shelley Sorano

Topic	Discussion	Action/Followup
Approval of Minutes		Approved
Review/Update Roster	Everyone make necessary changes/additions to roster	Ellen has sent out an updated roster.
Financial Update	Review finances and projected budget for 2018. Income analysis.	We have a surplus in the bank. Expenses well documented for future planning. Nancy K. identified sign-up volunteer software. Recommendation to use the free version.
Date change for meetings	Maximize meeting attendance: meet on a different Friday?	Meetings to move to the second Friday of the month starting March 9. Pat to let Steve Hagstrom know at the SCC.
Funding for Senior Project	Report.	Board approved \$200 to go to a SVHS senior who wants to do a mural at Sassarini. Recommendation that all liaisons communicate with mentors overseeing senior projects.
School Liaison Report	<p>Report out:</p> <ul style="list-style-type: none"> • El Verano – Gerry/Nancy • SVHS – Dorinda/Irene • Sassarini – Cathy/Judy • Dunbar – Linda/Mandy • Others? <p>Program update.</p> <p>Newsletter: highlight school programs, capture visuals, and where/when to view art (when appropriate).</p>	<p>Grant Committee will review grants prior to the next grant cycle.</p> <p>All liaisons should get photos of kids doing art when visiting schools. Please also identify kids who are particularly articulate about the role of art in their lives. This is for the gala video.</p> <p>All liaisons received a template to understand goals, timing, objectives, and help to guide liaising with schools.</p> <p>Nancy and Dorinda will track progress of school liaison activities via worksheet including grant process, grant requirement, actual grant.</p> <p>SVHS: Lots of equipment purchased by SPAF. SPAF is not funding specific projects at the high school level as there are programs already in place. No SVHS collaboration with other nonprofits such as the SVMA or SCC. Dorinda to meet w SCC to discuss possible collaboration.</p> <p>EL VERANO: Arts programs take place after school and off campus.</p> <p>Nancy P. will see kids in action at ArtEscape and report how many kids art participating. Maite thought grants were only for small projects. Maybe review grants document to make clear projects of all sizes comply. Nancy provided financial report for schools indicating carryovers, encumbrances. Clarified that funding is lost if not used. Schools need to be reminded to</p>

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		<p>use their funds. Need to ensure allocation from the district gets to the school.</p> <p>SASSARINI: Cathy and Judy visited and will provide photos to Linda for publicity (make sure they are approved for release.) Mandy, Cathy, Judy will discuss how to educate Sassarini more about Art in Action.</p> <p>Prints made by 1st graders could have “Funded by SPAF” stickers on the back. Liaisons should remind schools that these stickers exist. Mandy will distribute stickers at the March meeting.</p> <p>FLOWERY: Linda is going to Flowery next week. Flower piloted Art in Action.</p> <p>DUNBAR: Affected by the fire. New principal is interest in accommodating Art in Action. Dunbar has an Art at Lunch program allowing kids to choose. Every child learns to play piano. A banner acknowledging keyboard provider is mounted outside the school. Can we do the same with SPA?</p>
<p>Spring Event(s)</p> <ul style="list-style-type: none"> • Small But Grand exhibit at the Arts Guild – April 13th ➤ Local artist exhibit at SCC • High School Art Show – May 2nd and 3rd • Lewis Cook Scholarship exhibit at Arts Guild • ‘Community Paint Off’ and Exhibit during Quick Draw or other date 	<p>Small But Grand, middle school art for sale</p> <ul style="list-style-type: none"> • Set fee (\$50?) • Money to student, SPA, Adele Harrison? <p>High School Art Show:</p> <ul style="list-style-type: none"> • Presence on-site • Post-exhibit event for donors? <p>Lewis Cook: exhibit with Small But Grand in 2019?</p>	<p>SMALL BUT GRAND Board approved Judy’s suggestion of a SPAF showcase and sale of art by Sonoma local artists at SCC to coincide with Small but Grand on April 13, which takes place at the Arts Guild. Several While art by kids gets sold at AG. SCC Sonoma artists’ art would be shown on panels at SCC. 60/40 split with 10% from SPA portion going to SCC. Artists need to submit 3 pieces they’d want to display that get juried. SPA volunteers set up raffle, displays, publicity. We need someone to collect the money. Cathy will co-chair. Jennifer will work with local merchants for the raffle prizes. Ellen will be the juror. Linda will market and connect with local art organizations to get the word out.</p> <p>The Arts Guild has a working calendar and canvases will be delivered to SVHS by end of the month. The Board recommended that the liaison with SVHS remind the school of the Small But Grand event as it approaches.</p> <p>HIGH SCHOOL ART SHOW PATRON EVENT: Possible SPAF patron event coinciding with SVHS art show second night (May 3) with reception at Cocoa Planet. Board to decide if this is a green light. Pat will contact Cocoa Planet if approved.</p> <p>It was suggested that display of artwork by the winner of the Lewis Cook scholarship at Small but Grand the following year be a condition of the scholarship.</p>

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		<p>COMMUNITY PAINT OFF and EXHIBIT: To take place at the Tuesday evening Farmers Market. Hold till next year. Pat to find out about permits and report back to Jennifer.</p>
Patron Letter Schedule	Review.	<p>Mandy is working on a final draft for end of March and will reflect more of a retrospective of what SPAF has done. Ellen sent patron and prospect lists. Needs feedback on current patrons and potential prospects.</p>
Sponsorship Program	<p>Review Sponsorship Packet. Establish Sponsorship Calendar. Finalize in-kind donation wish list.</p>	<p>Jennifer updated and streamlined the sponsorship package. A little hitch with the cover font; Linda will work on that.</p>
Gala		<p>Theme suggestion “Express Yourself” was received with enthusiasm. School-painted tablecloths will grace the tables along with candelabras with school names. Possibly hang some tablecloths so people can paint them at the gala. Nikki and Jennifer to source the tablecloths. Mandy provided an illustration of a hand that might work as a motif for the invitations.</p> <p>Family style food again as it worked great last year.</p> <p>One person should be in charge of wines.</p> <p>People enter through giant picture frame –type arches.</p> <p>Possible green screen backdrops to offer guests photo opportunities set against a selection of famous masterpieces, mostly Impressionists. Patti and Pat looking into vendors of such photo booths.</p> <p>Video if we do one, Pat and Russ can produce it. Will need to capture video of children at schools before end of the school year, and photos and video of artists arranged through Irene. Video will balance both artists and students and focus on the role of art in each one’s life.</p>
Artists: Key Dates	Review key pending dates.	<p>Per Irene:</p> <p>Last day for artists to apply: February 28 Jurying ends March 10 Artists are notified March 15 Artists commit usually right away</p>
Marketing	Update.	<p>Linda promoted artists who provided material to her for promotion online.</p>

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		<p>Post card mailing this year will cost about \$1800. Linda is sourcing a more local mailing house to avoid issues with hurricanes, etc. Call for action on card announcing a drawing for art on plaza can help with email capture. Post cards should arrive a week before the plaza event. Delivery of post cards will focus strongly on Sonoma valley and beyond but not as far as Marin County.</p>
<p>Additional Committee Updates</p>	<p>Report out.</p>	<p>QUICKDRAW: Still being done the same way, paint and then take the art to Bump (formerly taken to Adastr). Those who don't do Quickdraw may bring an already-completed painting 6" x 6" up to 11" x 14" to show at the plaza. Perhaps not dictate size and price? Artists are getting fountain fatigue. Suggest other vignettes such as the Vallejo statue, Nancy can arrange for Mariachi dancers.</p>