

**Sonoma Plein Air Foundation  
Meeting Minutes– November 17, 2017**

In Attendance: Mandy Bolling, Susan Cook, Linda Rosso, Irene Cook, Nancy Pollock, Nancy Kirwan, Gayleen Brown, Gretchen Gardner, Jennifer Parr, Nikki Parr, Pat Meier-Johnson, by phone: Dorinda Parker  
Absent: Judy Hallden, Keith Wicks

<b>Topic</b>	<b>Discussion</b>	<b>Action/Follow-up</b>
<b>Approve Minutes</b>	N/A	
<b>Welcome New Board Members</b>	Pat Meier-Johnson – Secretary Esmeralda Sanchez Moseley – Liaison to the Schools	WELCOME!
<b>Financial Update</b>	<p>Review financial statement and available funds after grant disbursements and all payments for '17 SPAF week.</p> <p>Forecast &amp; discussion re: remaining funds:</p> <ul style="list-style-type: none"> <li>• Better than last year. 240 people were paid for at the gala. Cost less than 2016</li> <li>• All grants issued to schools</li> <li>• Money still in the bank. May be necessary to draw on this to keep programs going through the coming year or for other events</li> <li>• Some receivables remain but all bills from gala are in</li> <li>• Deductible: dinner worth \$150</li> <li>• Thank you letters will go out next week</li> <li>• Some capital expenses will need to be depreciated (e.g.: panels)</li> <li>• Storage units to be consolidated as of November 1</li> </ul>	<p>Great work everyone!</p> <p>Will need to go through storage unit to see what can be gotten rid of.</p>
<b>2018 Grant Funding</b>	<p>Reviewed Grants Committee recommendations for 2017-2018 school year. Funds retained for now.</p> <ul style="list-style-type: none"> <li>• Google Docs would be great to use for fill-in-the-blank grant forms. Nancy to investigate.</li> <li>• All grant recipients were happy with their grants.</li> <li>• November 30 principals meeting for the handing out of checks.</li> <li>• Nancy will meet with new Chief Business Officer at SVUSD after Nov. 30 to discuss how checks are doled out . Recommendation that monthly report be submitted for SPA to review. School Liaison could play an important role in this.</li> <li>• There were no murals planned for this year in favor of learning programs.</li> <li>• Nancy has sent each board contact the information for the school each is liaising with. And Mandy suggests that before meeting with the school that each board member understand the Art in Action (or other way) that the funding is being used and why or why not the money was forthcoming.</li> </ul> <p>Principal's Meeting:</p> <ul style="list-style-type: none"> <li>• Present checks</li> <li>• Mention importance art programs will play in healing from fires (more important than ever)</li> <li>• Review Board Liaison project</li> </ul>	<p>Checks will presented at Principal's Meeting on November 30<sup>th</sup>, 10:40a at the SVUSD office (17850 Railroad Ave). <b>Everyone</b> is encouraged to attend.</p>

	<ul style="list-style-type: none"> <li>Update contact information at each school (pass around sheet)</li> </ul>	
<b>School Liaison Program</b>	<p>Chair of Program?</p> <ul style="list-style-type: none"> <li>-Review school assignments</li> <li>-Review scope and expectations of program</li> <li>-Start date and next steps</li> </ul> <p>See Attached outline of Liaison Role – this program is intended to increase communication and collaboration between SPA and Sonoma schools</p> <p>Dorinda has agreed to Chair the School Liaison Program</p> <ul style="list-style-type: none"> <li>Susan would like to liaise with Dunbar because of proximity.</li> <li>Nancy will send out a new spreadsheet with updated school liaisons and internal contacts.</li> <li>Dorinda suggested reviewing contacts as part of the November 30 check presentation meeting.</li> <li>We need a better understanding of how the money is being spent.</li> <li>Cathy Good suggested teams as that would cover people who have schedule conflicts, be more fun, and ensure liaising happens.</li> <li>Important to understand the grant request. Between now and December make contact with schools and exchange information, get a calendar that explains the art program in a particular school. This should help with the grant process the following year and help support the school during the year.</li> <li>We need feedback, pictures and content from schools for Linda to use in marketing and publicity, web site, newsletter.</li> <li>In April/May assess with principal and contacts what worked and didn't to help with following year's grant process.</li> <li>This will help promote what we do as well as get accurate feedback on programs as we go forward.</li> <li>Liaisons encouraged to show SPA video created by Pat and Russ (available on SPA website).</li> </ul> <p>We still need to figure out how to deal with ArtEscape and SCC programs.</p>	
<b>Board Decisions</b>	<ul style="list-style-type: none"> <li>We have replaced a couple of board positions.</li> <li>Reviewed missing Board roles: VP, Plaza, Development (since filled)</li> <li>Discussed potential board candidates: <ul style="list-style-type: none"> <li>○ Jennifer Parr has agreed to join the board as our Development Chair</li> <li>○ Dana Stokes: Judy V. has agreed to be present when we meet with her</li> <li>○ Mandy has reached out to Susan Schroeder to discuss becoming involved with the Plaza</li> </ul> </li> <li>Discussed difference between roles that must be filled by a board member vs. committee chair or volunteer.</li> <li>Continuing discussion re: board member attributes vs. positions that need to be filled.</li> <li>Let board candidates know that they need to be a liaison and also possibility of an officer position.</li> <li>Volunteer Chair could be a larger responsibility than limited to the Plaza/Gala if we wanted to do other events. If broader, it could be a board level position.</li> </ul>	<p><b>Dorinda</b> will email board Draft Roles explaining difference between Board Member, Committee Chair and Volunteer.</p> <p>Discussion to be continued.</p>

	<ul style="list-style-type: none"> <li>• Experience of this year's gala could help with the implementation of next year's responsibilities.</li> <li>• Volunteer Chair can stay in touch throughout the year with volunteers throughout the community.</li> <li>• Important to identify which positions are volunteer and which ones are board-level.</li> <li>• Key volunteers should be invited to January strategic meeting.</li> </ul>	
<b>2018 Dates</b>	<p>Plaza has been reserved for September 15 (Gayleen is waiting to receive paperwork from the City)</p> <p>Buena Vista has been reserved for September 14.</p> <p>Mandy has reached out to Buena Vista to inquire about having the site fee waived again in 2018.</p> <p>Linda showed ad in Architectural Digest. It's fantastic.</p> <p>Gerry will contact Jim Levy and Rick Wynne re: promoting on KSVY (This Week in Sonoma)</p>	<p>Gayleen to finalize securing of the Plaza</p> <p>Judy to confirm details with Buena Vista</p> <p>Mandy to confirm cost of Buena Vista</p>
<b>Thank Yous</b>	<p>Nancy and Lois have sent Thank You letters to each volunteer who helped during the Festival Week</p> <p>Discussed which volunteers should receive a special THANK YOU for their above and beyond efforts:</p> <p>\$100 restaurant gift certificate:</p> <ul style="list-style-type: none"> <li>• Will Deeths</li> <li>• Matt Luce (Mr. Clean Green)</li> <li>• Paul (Irene has already purchased)</li> <li>• Steve (SCC)</li> <li>• Adastra (Irene has already purchased)</li> </ul> <p>\$25 Peet's gift card</p> <ul style="list-style-type: none"> <li>• Elizabeth Garneau</li> <li>• Susan Schroeder</li> <li>• Cole Jewell (Cathy Capriola's son)</li> </ul> <p>Will consider a custom SPA gift for volunteers next year (include logo, etc.)</p>	<p>Mandy will coordinate getting gift certificates to volunteers</p>
<b>2017 Recap 2018 Vision</b>	<p>2017 Accomplishments and 2018 Recommended Changes: See attached notes from brainstorm discussion</p> <p>Each committee member will submit detailed thoughts in writing to Mandy and then lead brainstorm at meeting.</p> <ol style="list-style-type: none"> <li>1) What went well</li> <li>2) What needs to change</li> <li>3) Ideas / Suggestions for Next Year</li> </ol>	<p>Discussion to be continued in January</p>

<p><b>2017 Recap</b> <b>2018 Vision</b></p>	<p>2017 Accomplishments and 2018 Recommended Changes: See attached notes from brainstorm discussion</p> <p>Each committee member will submit detailed thoughts in writing to Mandy and then lead brainstorm at meeting.</p> <p>1) What went well  (2) What needs to change  (3) Ideas / Suggestions for Next Year</p> <p>Proceed with Plans for 2018; considering Cathy Good's email comments:</p> <ul style="list-style-type: none"> <li>Concerns about going forward vis a vis fires, by next year there will be a greater feeling of normalcy, the healing qualities of art, talking about how schools helped kids get through this.</li> </ul> <p>ARTISTS:</p> <ul style="list-style-type: none"> <li>Message to artists: this is going ahead, the landscape is returning. They are not limited to Sonoma Valley.</li> <li>30 returning artists plan to reapply. Tell the artists all is going to happen again.</li> <li>Housing could be the only issue.</li> <li>Irene will proceed with Juried Art Services.</li> </ul>	<p>Discussion to be continued in January</p>
<p><b>Miscellaneous</b></p>	<p>If you haven't already sent Mandy your committee report/review, please do so ASAP</p> <p>An important part of our message in the year ahead is the healing aspect of art. Art gives</p>	<p><b>Everyone</b> is asked to submit written wrap-up report to Mandy</p>