

Minutes
SPAF Board Meeting
September 8, 2018

Attendees:

Susan Cook, Ellen Hoover, Irene Cook, Linda Rosso, Mandy Bolling, Nancy Pollock, Gerry Brinton, Dorinda Parker

Committee Attendees:

Pat Meier-Johnson, Gayle Geary, Nancy Kirwan, Lois Layne, Nikki Parr, Jennifer Parr

Agenda:

Meeting objective was for each committee to update the team with the plan and “to dos” for the events for Plein Air week, 2017.

Each event committee member reviewed their plan for the week.

Gala

- Flow of evening’s events
- Plan for evening’s presentations and speakers
- Timeline for set up, schematic of event (entrance, dinner, dessert, speakers, screen, etc)
- Overview of seating
- Rehearsal
- Video showing at Sebastiani / shortened to 3.5 minutes
- Breakdown - bring work clothes
- Start setup at 1:00 PM
- Board arrive at 5:30 to greet guests
- Add passed wine and bubbly for guests awaiting check in Plaza
- Review of set up schedule—startes at 6:00 AM Downey
- Have parking permits for Plaza
- Review of panel delivery and set up plan (Gayle to obtain key for early Saturday work)
- Format and sales/info booth arrangement
- Create and hand off form to Plaza volunteers (artist helpers) to gather information— visitor source: how did you find out about event (to help with marketing); turn into sales desk at end of day.

Volunteers

- Review of volunteers by assignment
- Questions and revised requests

Quick Draw

- Will set up scenes (SE Corner of Plaza)
- Time for sale (PR will change)

- Radio Interview - Irene

Artists

- Monday sign in with set up Sunday

- Luncheon all set: reviewed menu and board assignments
- Artist seating at Gala
- Costco run for water, etc.

Publicity

- Change in Plan for Postcard by Zip code (maybe next year with a CA vendor)
- Added one ad in the IT (started 9/8)
- Kenwood press and Press Democrat

Follow up items:

1. Do we have the Plaza scheduled for a Big event for 2019?
2. Volunteer Thank You Get together
3. Next meetings
 - De-brief 2018
 - Board Liaison Kick off
 - SPAF Meeting schedule & Key decision timeline for 2019
4. Grant review plan (timeline: what, when, who)