

Topic	Presenter	Information + Discussion Focus	KEY POINTS DISCUSSED ON 1/20	Board Action Items
<i>Wel-come</i>	<i>Mandy</i>	<i>What we hope to accomplish during the meeting Opportunities for our 15th anniversary</i>	Announced that Polly will be retiring from the Board this year	
<i>Financial Report</i>	<i>Gerry Dorinda</i>	<i>Review current financial data to inform strategic decisions</i> <i>What are key opportunities to optimize proceeds?</i>	<ol style="list-style-type: none"> 1. Gala is #1 source of revenue, primarily patron donations and fund a need 2. Painting sales total is #2 source of revenue and remained constant at 63K+ with Plaza painting sales #1, Gala Silent Auction #2 and Quick Draw #3 	<p>Gala Income Strategy & Budget review + approval & Patron Fundraising plan are a top priority for the Board. (February board mtg.)</p> <p>To improve analysis of income from art sales in 2017, label all Plaza painting cards (used at check out) to capture what sells where: (S) studio painting (P) Plein Air week paintings (Q) quickdraw</p> <p>Donations: Linda - further promote our Lewis Cook Scholarship donor opportunity on our website highlighting as a donation option for art scholarships. Also, scholarship could be an article in the newsletter (with last year's award winners) and/or article in IT</p>
<i>2016 Grants Funding</i>	<i>Mandy</i>	<i>Review how 2016 funds were distributed and current grant cycle & grant management process</i> <i>Can we improve our grant process to better advance art education in Sonoma?</i>	Look to ArtinAction.org as a potential model to roll out across school district. El Verano and Flowery are implementing in 2017	<p>Board needs a new Grants chair; Polly will continue to assist as a volunteer. Nancy was nominated and will consider the role.</p> <p>Nancy & Dorinda to organize a meeting to outline the current grant process, and school liaison activities; will identify opportunities (if any) for presentation to the Board.</p> <p>Gather more solid statistics regarding results from our grants to help with marketing SPAF mission, to provide more tangible results to Donors and generate compelling fundraising needs. Enable donors to fund a specific project / program.</p>

members or Gala advisory group that will draw community leaders, compelling Patron package/program?

Create an event program that will inspire contributions at the Gala: (Program)

Ideas from 1/20 meeting follow:

- Children's Art
- Honoree(s) Thank you: Judy & Keith
- Inspiring Speaker or Video
- Easy parking
- Great new party, food & wine

Recruit new volunteers/potential future board members;

- **Linda** Update website with specific volunteer opportunities—under volunteer section that ties to form. See Mandy and Dorinda for ideas that came out of post meeting with Pat Meier Johnson.

Board to form new committee/chair for Volunteer recruitment/community outreach to re-invigorate and expand capabilities. **Need Board member to chair committee or candidate recommendations from the Board.**

- Get names and re-connect with past Plaza volunteers
- March event - conduct Sonoma Plein Air informational outreach meeting(s)—seeking volunteers with needed skills and generate new audience and buzz for attending our events.
- Create an ongoing volunteer program to solicit & maintain connection

Develop a Compelling Donor Program

- Donor cultivation throughout the year, including Cook Scholarship funds
New Idea: Conduct a Donor event — Art in Action lesson—
Donors learn about Art in Action and engage in art work
- While our **Board** has a primary role of fundraising (Patrons, Gala attendance, etc.) we would like a **Board member or candidate recommendation from Board members** to be the point person to coordinate, track and drive our Fundraising efforts.

Plaza

- Better circular panel logistics for artists visibility
- Artist Invitational with Adastra exhibit in August
- Explore whether food/wine or other items to sell or

<p>August at Adastra.</p> <p>Strategize quick draw – i.e. public (local artist) component including admission fee? 6x6 paintings from artists?</p> <p>Sell art on website</p>	<p>vide input to our artist selection group. Objective: Increased sales for SPAF/Artists & Artist satisfaction.</p> <p>Good news Adastra Tasting Room is available again. Irene to confirm commission rates (at Adastra) for Artist Choice studio pieces.</p> <p>Quick Draw will continue:</p> <ul style="list-style-type: none"> • Need a Quick Draw Coordinator—can be a volunteer • Up artist participation (incentive—dinner credit?) and/or • Idea for consideration: Add new element—local artists that can join Quick Draw and paint live at QD with works for sale w/SPAF commissions and/or submit pre-done 6x6 works for sale
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<p>Gala</p>	<p>Judy</p>	<p><i>Update on BV event committee & plans to date:</i></p> <p><i>Ideas to increase Gala event participation & proceeds. Action Items</i></p>	<p>Call to Board members to provide Judy H. with names of potential Gala committee members by 2-1.</p> <ul style="list-style-type: none"> • Create separate committees for <ol style="list-style-type: none"> (1) Event planning/execution (Party & Program) (2) Fundraising element: Patrons, Ticket sales, auction items Two groups will work closely • Event Scope to be decided prior to February Board meeting (2/17) as Patron solicitation/ticket prices can't be set until Event Plan is drafted • Mandy & Judy to meet with BV, Marcello (maybe) + gain other input to make Event Plan decisions. • Mandy or designee—assign board chair for fundraising—Priority Patron appeal due out March • Dorinda and Ellen to meet on 1/123 to outline the Patron program activities and to get Patron role better defined for chair • Patron Letters - March 31 target mail date. • Draft of Patron Package & \$\$Goals review & approval at February Board Meeting (2/17). Mandy, Ellen, Dorinda if fund raising chair isn't appointed.
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Grants & Schools Nancy (?)
Artist Program Irene/Keith
Housing Susan

OPEN BOARD CHAIRS:

1. **Fundraising
Patrons/Sponsors**
2. **Volunteers Program + Advisory Groups**
3. **SPAF Vice President**
4. **Grants (with Nancy?)**

ACTIVITIES: (Can be coordinated by volunteers)

- Quick Draw
- Artist Welcome
- Artist Lunch

**Assignment of open responsibilities — February
Board Meeting, 2/17**

**Board Members not assigned—Discuss interests
with Mandy**

- **Cathy**
- **Gretchen**
- **Lisa**
- **Louann**

- strategic decision-making, etc.) followed by committee meetings (volunteers attend)*
- *Committee meetings every month (volunteers attend)*
 - *Combination of above; other ideas*

Discuss and decide on plan: What and When

Selected Artists
April or May- Principals with Art in Action Programs (El Verano/Flowery) to give us an update on progress and assessment.

Next February 17th meeting will be a follow up to January meeting to present and gain agreement on direction for 2017 so committee chairs can proceed with planning.

We hope for better board meeting attendance to make decisions and get critical board work ideas, consensus and decisions.

• August / September Countdown Meetings

Mandy will check with 6 Board members who couldn't attend January planning meeting to determine if there is a better time to meet.

February meeting will be Board members only. Subsequent meetings will include committee member volunteers

Dorinda will ask CC if we can move to room 208 as it better accommodates our group.