

SPAF Board Meeting

February 17, 2017

In Attendance: Mandy Bolling, Gerry Brinton, Irene Cook, Gretchen Gardner, Cathy Good, Judy Hallden, Ellen Hoover, Dorinda Parker, Nancy Pollock, Linda Rosso Absent: Gayleen Brown, Louann Carlomagno, Lisa Connor, Susan Cook, Keith Wicks.

Topic/Presenter	Discussion Points	Board Discussion	Notes & Action Items (in Bold)
<p><b>Gala Plans</b></p> <p><b>Judy H</b></p>	<ul style="list-style-type: none"> <li>• Venue, Guest flow,</li> <li>• Event presentation/program (honoree, video, fund a need),</li> <li>• (Silent Auction Art plan w/Irene)</li> </ul>	<p>Board review and approval to proceed</p>	<p>Hooray! We received the United Airlines Grant of \$ 1,000            Board approved venue and plan for event flow</p> <ul style="list-style-type: none"> <li>• Agreed on dessert stations w/open Bubble Lounge &amp; Wine mixing room</li> <li>• Museum open for 1 hour during wine time/no bar</li> <li>• Agreed on Studio art and multiple blank canvas offers</li> </ul> <p>Judy has received 3 bids for catering:</p> <ul style="list-style-type: none"> <li>- Elaine Bell</li> <li>- Olive and Vine</li> <li>- Park 121</li> </ul> <p>+ Rough estimate from Sondra Bernstein</p> <p><b><u>Judy &amp; team follow up</u></b></p> <ul style="list-style-type: none"> <li>• <b>“apples to apples” comparison of caterers—menu &amp; costs and make decision on best food/value. ( Prior years have done tastings w/finalists)</b></li> <li>• <b>Confirm Barbara Wells &amp; Team for 9/15</b></li> <li>• <b>Discuss board ideas / program outline below and assign committee point person to get these done</b></li> <li>• <b>Update spreadsheet with actual vendor numbers for March board mtg.</b></li> <li>• <b>Review Board Gala input (below) with Committee</b></li> </ul> <p><b>Longer term:</b></p> <ul style="list-style-type: none"> <li>• <b>Silent auction Art location to be assessed at dusk</b></li> <li>• <b>Studio Art location to be determined</b></li> </ul>

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<b>Gala Ideas from Board</b>  <b>Board Members</b>	Brainstorming input to Judy		<b>Gala ideas for committee:</b> <ul style="list-style-type: none"> <li>• (French) Picnic theme with gingham table toppers / grass center</li> <li>• Quincenara</li> </ul> <p>Cloth Napkins from China?                      Table cloths from Hotel Liquidation-paint over stains or use gingham topper                      Pathway entrance: Easels with children painting, student’s art, music (song from Sunday in the Park with George), etc.                      Decorate golf carts</p> <p>Dots on paintings w/name on studio art (Barbara to do?)</p> <p>Tribute to Keith - Suggested Artists (Paul Krater) <b>Decide ho will reach out to Paul?</b>                      Tribute to Judy - Suggested Friends or teachers</p>
<b>Gala Production/Presentation</b>  <b>Judy/Mandy</b>			15 minute Program Ideas: Louann intro “what’s been accomplished” 1 minute Tribute to Judy/Keith - 3 minutes each - total 6 min. Video with mostly shots of kids making art 3mins. end video with Lasseter art education appeal Fund a Need 5 minutes (tie into specific needs, if possible input from prior meeting <i>Need to confirm Louann is available and OK to kick off the program (like last year)</i> <i>Notes for Louann: District had a crisis and Keith and Judy stepped up. Be clear about lack of/limited funding for art programs in the schools</i>
<b>Gala Committee Judy</b>	Gala Committee members and roles	Board additions & approval	Judy announced committee of 9 people; roles being defined. First meeting on March 9th: Nikki, Jennifer, Nancy, Patty, Elizabeth, Pat, Gretchen, Irene, Polly. <b>Judy to form sub committees—assign responsibility for key elements of the Gala</b>
<b>Gala Costs Dorinda</b>	Estimated Costs	Review & Approve	<b>Judy will update the spreadsheet with actual vendor bid numbers. Dorinda, Gerry, Mandy</b> will review. Looks like we are now about \$ 150/person. Will present more detailed #s at March mtg.

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<p><b>Other discussion on Gala</b></p> <p><b>Board Members</b></p>	<p>Board ideas/input:</p> <ul style="list-style-type: none"> <li>• Emcee/Speaker</li> <li>• Video</li> <li>• Other Auction Items?</li> <li>• Live or Silent?</li> <li>• Featured Guest ideas: John Lasseter, Jean-Charles Boisset</li> </ul>	<p>Agreement and Contacts for personal invitations</p>	<p>Follow up: <b>Ask John Lasseter (fund a a need real time and/or video ending) and J-C Boisset (reception welcome and silent art bidding nudge before dinner?)</b>  <b>Mandy will contact boisset and f/u with message sent to Nancy Lasseter</b></p> <p>Emcee? Not decided. Gerry?</p> <p>Unless something terrific, won't do live auction items</p> <p><b>Mandy/Dorinda to set meeting</b> with Pat Meier Johnson to discuss details of video, including production costs</p> <p>Final Wine Tasting at BV on Thursday 2/23 at 1:30. <b>Please let Dorinda know if you'd like to participate as we need to RSVP attendees to Staci</b></p>
<p><b>Patron Appeal</b></p> <p><b>Ellen &amp; Dorinda</b></p>	<ul style="list-style-type: none"> <li>• Patron Levels &amp; offering</li> <li>• Patron/Prospect mailing lists</li> <li>• Patron Letter Plan</li> </ul>	<p>(1)Review and Approve Patron Levels and Review /revision of lists                  (2)Board sign up for outreach to patrons/prospects on list                  (3)Submit names of new people to add to lists                  (4) Discuss ways to increase Patron participation</p>	<p>Ellen did a terrific job of compiling master list of potential Patrons                  Also need input from Gayleen and Susan Cook (Gerry delivering)  <b>Ellen will move all yellow highlights to Prospect (they attended / spent 2016)</b>  <u><b>Each board member to complete by 2/24:</b></u></p> <ul style="list-style-type: none"> <li>• Review Patron/Prospect/Invite List</li> <li>• <b>Advise Ellen by hardcopy submission or email of the following:</b></li> </ul> <ol style="list-style-type: none"> <li><b>1. Green Highlights - Which to keep for an invitation with your name as sponsor to contact- any without a "keep" will go to the general mailing list for a postcard</b></li> <li><b>2. Prospects - "Keep" with your name to sponsor (write note)</b></li> <li><b>3. Revisions: Address changes, Names to delete/add: Death's, Marriages, Divorces + Deletions of Patrons you don't think should receive letter/invite</b></li> <li><b>4. Patron names that you will sponsor (write a note) and nudge to participate</b></li> </ol>

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<p><b>Patron Letter</b></p> <p><b>Mandy, Ellen, Dorinda</b></p>			<p>Patron Levels Approved</p> <p><b>Mandy &amp; Dorinda will finalize the Patron benefits we will offer</b></p> <p><b>Mandy finalize letter from drafts (Gretchen volunteered to input w/edits)</b></p> <p>Patron letter will highlight what we do (Preamble to Patron Levels and/or key accomplishments)</p> <p>Patron letter will have the box highlighting Gala and Judy/Ketih salute</p> <p><b>Ellen: Bigger than Ever theme will be carried out on invitation</b></p> <p><b>Enclosure will be one card and envelope: Place for note, photo of Judy/Keith, and column TBD</b></p> <p><b>Back side will have donor levels / sign up</b></p> <p><b>Letter will be personalized (mail merge)</b></p> <p>We'll look for ways to reduce cost of invitation</p> <p><b>Mandy: Get list of art patrons and friends from Judy and Keith</b> for a personal note/special invitation to celebrate Judy and Keith. Suggestion: Keith's around the work patrons. Personal call / appeal to Darius Anderson.</p> <p>GOAL: Handoff letter and enclosure format/verbiage to Ellen by March 1</p>
<p><b>Theme for 15th Anniversary</b></p> <p><b>Mandy</b></p>	<p>Bigger than ever?</p>	<p>Discuss, advise and agree</p>	<p>15th Anniversary</p> <p>"Bigger than Ever" Approved (tie in with Picnic theme?)</p>

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<b>Marketing Update</b>  <b>Linda</b>	<ul style="list-style-type: none"> <li>Website enhancements, plans for newsletters and/or news articles</li> <li>Other promo / ad opportunities?</li> </ul>	Q & A	<p><b>Linda to explore online Patron purchase</b> (online ticket sales after invitations are sent?. Need to have the information flow to Gerry with description of level that purchased.                      May have to change email: contact@sonomappleinair.</p> <p><b>Linda</b></p> <ul style="list-style-type: none"> <li><b>Explore online call to artists to sign up for 2017 SPAF before 2/28 deadline</b></li> <li><b>Work with Irene on Evite for Invitation artists (to go out after March selection)</b></li> <li><b>Article in IT about 15th anniversary (maybe when artists are chosen)</b></li> <li><b>Ads:</b> <ul style="list-style-type: none"> <li>Give artists the opportunity to advertise at discount in SW Art (will result in editorial appearing in the Sept. issue, distributed in August)</li> <li>Consider ad in Marin publication. <b>Board approval of cost at March meeting.</b></li> </ul> </li> </ul>
<b>Art and Artists</b>  <b>Irene</b>	<ul style="list-style-type: none"> <li>Update on Artist submissions</li> <li>Invitational - Adastra</li> <li>Artist selection timeline / process</li> <li>Gala Art Enhancement</li> <li>Plaza Art</li> </ul>	Discuss and Approve plan for art plan	<p>6x6 and Blank canvas approved as new ways for artists to show and sell art (Bigger and Better) + studio art at Gala=New ways for SPAF to fundraise</p> <p><b>Irene:</b>  <b>Nudge artists to apply before 2/28</b>  <b>Work with Linda on Evite</b> for Invitation artists (to go out after March selection)  <b>Sell Quick Draw</b> artist participation (6x6) enhances QD event, not a substitute</p> <p><b>Contact Keith for a high resolution image for postcard and other print materials</b> of the Sebastiani Theater painting for Linda/Ellen—or another colorful image we could use. Maybe a picnic scene?? <b>Irene, can you do this?</b></p> <p>Update on Artist section scheduled for March Board meeting</p>
<b>Plaza Update</b>  <b>Gayleen</b>	Committee members? Any immediate to dos/support needed?	Suggestions for committee help / volunteers	<p>Hooray—Gerry received a waiver on business licenses for our artists  <b>Dorinda</b> will ask Galyleen for summary of any other important Plaza updates</p>

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<p><b>Volunteers / leaders of key programs</b></p> <p><b>Mandy</b></p>	<p>Action Plan for call to volunteers How do we fill board gaps: Fundraising, Volunteers, VP, Grants committee</p>		<p><b>Linda will test whether the volunteer submissions on website are getting properly forwarded for follow up</b></p> <p><b>Mandy will ensure volunteer submissions get a call back</b></p> <p><b>Linda to follow up: Can we get call for volunteers in the Newcomer's newsletter?</b></p> <p><b>Nancy P. will work with Linda on article for IT about 15th anniversary that includes call for volunteers.</b></p> <p><b>Board members: forward any volunteer needs from your committees / initiatives to Mandy</b></p> <p>Explore having SPAF Table at the Farmer's market to spread the work, have general fundraiser letter</p>
<p><b>Grants</b></p> <p><b>Mandy / Nancy</b></p>	<p>Grants Process - 2017 Board School Liaisons School Publicity</p>	<p>Discuss &amp; decide on liaison role for elementary schools</p>	<p><b>Nancy will meet with Polly</b> when she returns for handoff of her records and process Mandy, Dairinda, Nancy P., Lisa Connor: <b>SVHS meeting</b> on 2/24 to discuss grant process</p> <p><b>Nancy/Dorinda: Draft current process for review by board</b></p> <p><b>March Meeting Agenda Item: Board member school liaison</b> assignments for elementary schools? Would need to get school buy in, Could visit classes that received our grants, attend PTO meetings. Grant committee would oversee activities.</p>

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<b>Fundraising Letter</b>  <b>Mandy</b>	General appeal to those who are not likely to attend Gala or be Patron	Mandy presented a letter she had drafted	General Fundraising Appeal Letter approved. <b>Mandy Next steps:</b> Finalize later & decide how to get distributed: Louann, PTO meetings, How do we capture contact information? <b>Mandy/Cathy: Have letters at Quik Draw and Plaza with donation bucket. Get an address stamp for envelopes.</b> Other Distribution ideas: Open Houses, School Art exhibits, pull people off of our general mailing list (postcard list)  <b>Board members please send Mandy a list of names/contact information (mailing address and email, if possible) to receive the general Fundraising Appeal</b>
<b>Sponsorship</b>	Board Member involvement in sponsorship solicitation	Sponsorship package presented and list of potential sponsors	<b>Mandy will send out list of sponsorship candidates.</b> <b>Board members please sign up to make calls for:</b> Event Underwriting and “In Kind” donations for Plein Air week—dessert stations at Gala, etc. <b>Just ask! If we don’t ask, we don’t get</b>
<b>Other Topics Wrap up</b>			Next Board Meeting: Friday, March 17 <b>Key volunteers invited. Please let Dorinda know who you will be bringing so we’ll enough chairs.</b>