

**MINUTES of Sonoma Plein Air Foundation
Board Meeting – March 17, 2017**

Members Present: Dorinda Parker, Gerry Brinton, Cathy Good, Irene Cook, Linda Rosso, Ellen Hoover, Gretchen Gardner, Judy Hallden

Topic	Presenter	Topics/ Discussion Items	Information/Action
Approve Minutes	Dorinda		M/Cathy Good S/Linda Rosso Unanimous approval
Financial Update	Gerry	Review financial statement & available funds	30K in bank (after caterer deposit) \$ 1,000 donation from United Airlines \$ 250 commission from Adastra – now providing SPAF with 10% commission from all sales in their tasting room/art gallery all year
Gala Update	Judy	<p>Update: Plans & 3/9 Meeting debrief</p> <p>Additional Gala related board discussion items:</p> <ul style="list-style-type: none"> -Transcendence participation -Projected costs -Fund raising: <ul style="list-style-type: none"> -Wall of Wine -Fund A Need Paint Brushes -Theme? -Patron Gifts - Cookies? 	<p>Judy reviewed flow and event areas: Pathway entry – possible music by Transcendence Theatre Company as guests enter <i>Transcendence participation Approved by Board – Mandy to reach agreement with them. Gretchen requested they sing “Children in Art” in a round.</i></p> <p>Main entry – showcasing studio art and artist choice auction area Dinner courtyard – with white tablecloths and large candelabras Activities in this area are dinner, Fund A Need, tribute to Judy and Keith and a video produced by Pat Meier Johnson and husband Russell Johnson.</p> <p>Catering by Park 121. Better wines selected overall. For reception: Brut, Rose, a better Pinot Noir and a less expensive Chardonnay. Wines for dinner are Sheriff good red blend and a nicer Chardonnay with Pink Champagne available with dessert. Estimate gala costs are \$158/pp which is equivalent to last year.</p> <p>Fundraising – to be decided later Ideas include Fund a Need paint brushes hanging in trees and cards on table or in program showcasing where the money goes.</p> <p>Theme to be determined. The theme for the Gala may be different than “Bigger Than Ever”? Gretchen will present a new idea for the invitations.</p> <p>Patron Gift/Party favors will be colorful pashminas that Judy will source in Asia, for approximately \$3 each. No other Patron gift</p>

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Patron Letter & Lists	Ellen	Update on Lists & Mailings Patron Letter Timetable Patron Package Patron Letter Board involvement	Patron Letter Mailing to be produced, Ellen will have back by March 31 and schedule board note signing sessions at her home on April 3-4-5 so letters can be out in mail first weekend of April. Ellen and Linda to meet to compare Mail Chimp email list and overall mailing lists.
Marketing	Linda	Website update: <ul style="list-style-type: none"> Online Donations for Patrons (tickets?) Volunteer sign up/timely response Advertising - Marin (other?) Newsletter- Art Ed IT Articles -Announcing Artists/ Call for Volunteers -Art Education	Website moved from VOM hosting to Weebly. Online tickets and sponsor donations will be set up as products with separate PayPal buttons. Showed half page ad to be published in Marin Open Studios Guide in Marin Magazine May issue. Cost was \$1000. First publicity will start once artists are committed after March 31
Plaza	Gayleen	Update on Plan	Gayleen came after adjourn of meeting, will update at next meeting
Volunteers	Dorinda	Update on recent recruit meetings Need Plaza Volunteer coordinator to replace Lisa this year	Cathy Good recruited Nancy Kirwan to be volunteer. Option to shadow Lisa and be Plaza volunteer coordinator for 2017 or be Cathy's back up for QDraw. Judy H. indicated new volunteer Lois Layne also interested in Plaza volunteer coordinator. More volunteers needed to help chairs with guest questions on Plaza day. We need to institute a leadership role "understudy" program for board positions,
Grants	Nancy	Update on Discussion with Lisa / Polly	Nancy is reviewing the 2 different application forms we have in use and will consolidate. Will meet with Polly to get hand off materials. Meeting to discuss grants with Lisa C. took place in February. New idea: Spring notice to grantees of 2017 grant process.
School Liason	Dorinda / Nancy	Follow up from last meeting: Board role	Discussed need for Board members to create links with (elementary) schools—suggested buddy system with board members assigned in teams to schools linked with schools having two teacher/representative buddies. Board Approved taking on this school liaison role. Details to be developed and presented after Mandy and Dorinda meet w/Louann.

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Other	Dorinda	SVH Table & Silent Auction A.R.T.s @ Museum	SVH May 11 event honoring Judy V. – let Dorinda know if you can attend \$125 ticket. We are offering a raffle/auction basket for Plein Air with a 6x6 Keith Wicks painting, bottle of Buena Vista sparkling wine, artists notecards and other items. Be sure to visit the Museum to see our SPAF funded exhibit of student art from SVMA's A.R.T.S. program.
Wrap up and Next meeting date	Dorinda	April 21st Meeting at SCC	Dorinda will send out new roster and volunteer list. Chairs/Coordinator volunteers welcome at all upcoming meetings. Esmeralda from Flowery will attend to overview SPAF funded Art in Action at April or May meeting.