

Sonoma Plein Air Foundation
Minutes of Board Meeting - April 21, 2017

Present: Board Members Mandy Bolling, Gerry Brinton, Ellen Hoover, Linda Rosso, Gretchen Gardener, Judy Hallden, Gayleen Brown and Volunteers Polly Hultquist, Nikki Parr, Gayle Geary and Nancy Kirwan

Topic	Presenter	Topics/ Discussion Items	Information/Action
Approve Minutes	Linda		No quorum for approval of minutes
Financial Update	Gerry	Reviewed financial statement. Donations are running ahead of last year at this time. Gerrie is using old Plein Air notecards to send out handwritten Thank You notes.	No quorum for approval of statements
Printing	Ellen	Signing patron letters was helpful. Postcard design starts next week	Discussed importance of coordinating mailing list updates to marketing email list (sparked by an email from donor whose spouse had passed away and was still on email list)
Gala Update	Judy	<p>Gala Committee meeting update: discussion of lighting and projection.</p> <p>Video – Pat Meier Johnson and husband Russell have begun filming kids at schools.</p> <p>Theme – Impressionist Artists table names on “chandelabras” Pashmina party favors shown – many colors plus black and gray.</p> <p>Performance by Transcendence Theatre Company during gala under consideration.</p>	<p>Rental quotes are in, will be decided within the month. Judy to source additional easels for art displayed at gala.</p> <p>Request for “script” for John Lasseter for video.</p> <p>Gretchen investigating art fans as auction paddles and ideas for making tribute gifts for Keith and Judy.</p> <p>Mandy meeting with Transcendence. Gretchen put in request for performance of a round of “Children in Art” and offered to write a song tribute to Judy and Keith</p>

Art in Action	Esmeralda Sanchez-Moseley	Esmeralda Sanchez-Moseley, Flowery Principal -Art in Action program	Esmeralda called on last minute meeting at school so this presentation will be rescheduled.
Grants	Nancy P.	Updating Contact List – Nancy working with LouAnn to partner with schools Will Assign Board/School Liaisons – on pairs. Discussed quantifiable program (Art in Action) as possible preferred funding for future, also very useful for Fund-A-Need.	Only fund activities in schools? Determine at May meeting? Board members should let Nancy know to which school(s) they want to be assigned.
Artists	Linda reporting for Irene	Artists Lunch to be held at Susan Cook’s home. Adastra still may not be available for studio work or “invitational” show	Board requests Irene to send query to artists about invitation to determine their interest and preferences if show was one month or would they send work for just one day (use a panel Saturday for their work).
Plaza	Gayleen Gayle	Discussion of panels – heavy, hard to move, take 4 people to set up. Considering renting another type. Considering buying wire grid panels.	Gayleen will bring ideas and costs to the board. Determine if food truck (coffee and donuts) can park in circle.
Volunteers	Mandy	Meeting with volunteers to be held today, primarily focused on Festival. Nancy Kirwan will be in charge of Festival Volunteers and agreed to source volunteers for other needs that occur during course of the year. Understudy program for board members and committee chairs	Give Mandy list of your committee/volunteer needs. Gerry requested an understudy for Treasurer to implement transition. Linda requested volunteer to help with media outreach.

Marketing	Linda	<p>Website Update:</p> <ul style="list-style-type: none"> - Patron donations are live on website - 2017 Artists are posted with links to their websites. - First newsletter went out April 20 - Advertising in Marin Open Studios running in May issue of Marin magazine. 	<p>Linda will arrange a website training to show how new website works so other board members to access for corrections. Attendees: Gerrie, Irene, Mandy, Nancy, Judy, Polly. Others, if interested, contact Linda.</p>
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Meeting adjourned at 11 a.m.