

Sonoma Plein Air Foundation
Board Meeting - May 19, 2017-Sonoma Community Center, Room 212

Board Attendees: Mandy Bolling, Linda Rosso, Nancy Pollock, Gerry Brinton, Irene Cook, Ellen Hoover, Judy Hallden, Gretchen Gardner, Dorinda Parker
 Absent: Gayleen Brown, Cathy Good, Lisa Conner, Louann Carlomagno, Susan Cook
 Guests: Pat Meier Johnson

Topic	Presenter	Topics/Discussion Items	Action and Follow Up
Introductions	All		Volunteer: Pat Meier-Johnson, Plaza volunteer & video producer joined the meeting
Minutes	Mandy		Approved: March and April
Financial Update	Gerry	-Review financial statement and available funds -Report on Patron Receipts-# Patrons, Levels, \$\$,	Judy to send note to the Pease family and to Marin Foundation Manager. Will ask if they want to use the table that comes with their donation (invite friends, sponsor teachers, etc.) Patron donations/tickets are significantly above last year, even excluding nice donation Judy H. secured. Lewis Cook Scholarship was awarded at SVHS. Information on recipient should be sent to Linda (marketing) and Gayleen (Plaza)
Mailing / Printing	Ellen	-Invitation -Postcard /Posters -Any updates: Mailing/Email Lists	<ul style="list-style-type: none"> • Postcard deadline is June 30th so we need to have all events locked in by then. • Postcards and Posters, using Keith's painting (similar to first ever postcard—should saving graphics fees) • Ellen will secure costs for <ul style="list-style-type: none"> -Larger format Postcards for large mailing -Medium size Postcards w/no address area on back-side; would be placed together instead of poster vs. - 8.5 x 11 poster (TBD after costs) • Business Cards - blank for write-in name for use in sponsorships, board liaison work, etc.or can we print ourselves—Ellen to report back

<p>Gala Update</p>	<p>Judy</p>	<p>Gala Committee meeting update -AV needs / costs -Video -Updated estimate of all Gala costs Additional board discussion items: -Tribute to Keith and Judy- Gift? -Other silent auction items? Raffle -Program update: Transcendence, speaker(s), Fund a Need/Auction emcee</p>	<p>Committee is awesome and coming up with great ideas:</p> <ul style="list-style-type: none"> • Looking into silent auction items that would not distract from art (Irene or Mandy to discuss with Keith)—ideas: Tickets to diRosa, limo tour, dinner at Gretchen’s, Tickets to Hamilton (Pat M-J to investigate) • Other option for silent auction if no from Keith: Plaza - logistics issues for payment would need to be resolved. For sure have a SPAF Art Ed flyer & donation box w/provision for credit card donations • Mandy suggested to select items—not too many • Would like to have matching grant for Fund a Need • Catering is confirmed (Judy to check dessert \$ excluded) • Pashminas are in place • Rentals to be finalized (Classic or Encore) • A/V: \$1800 (possible that will decrease with one screen/projector) • Dessert sponsors: Cocoa Planet (confirmed)—Crisp & Basque Boulangerie to be confirmed. Cocoa Planet will be at front, Crisp and Basque in the caves • Update Gala cost spreadsheet after rental costs are in (Judy H.) • Gretchen will decorate Golf Carts (“Gogh Cart”) • Capacity 230 max • Video—great shots; Mandy to help with additional interviews of elementary school students • John Lasseter: Tickets were purchased; Judy to work with Jennifer to determine if they are confirmed to come; will he emcee Fund a Need, or do video appeal or both? • Other ideas for emcee: <ul style="list-style-type: none"> -See above: John Lasseter (Judy H. team) -Nancy Pollock (if interested?) -Tim Grey (Mandy to ask about his role at Barn talks)
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<p>Artists</p>	<p>Irene</p>	<p>-2017 Artist update- confirmed activities -Exhibitions & Sites (Studio Art, Quick Draw?) -Artists' Choice-15th Anniversary: Logistics and Staffing</p>	<p>37 juried artists confirmed; one may not attend 7 artists choice winners confirmed for August show; Dick Cole Exhibit there: Irene to check w/family. Location for studio art, Quick Draw art still in question. Options to explore; pin down before June 16 Board meeting: -Adastra lease decision -Space near Murphy's -SCC -Art Walk (restaurants not ideal?) Additional Easel needs solved for \$ 14/each -Irene will make the easels for materials at cost Will let us know about easel party to assemble ++ -Easels from SCC (any cost? Irene to ask Steve) -Table easels (need to pick up from Keith)</p> <p>Lighting an issue; check out electrical at BV or battery operated. Friedman donation? Irene will see if she can coordinate artists painting at Ram's Gate, Viansa and other locations. Will require release of liability, but that will have to be between artist and winery; SPA will not accept liability.</p>
<p>Plaza</p>	<p>Mandy for Gayleen</p>	<p>-Panels -Plaza Committee Meeting Update -Exhibit 15th Anniversary Art? -Food / coffee trucks</p>	<p>Volunteers in process - Nancy Kirwan New panels will replace white ones Licenses—OK Vendors—Ok Looking into coffee/food cart Need a prominent sponsor acknowledgment panel and table Help desk; silent auction?(see notes under Gala)</p>

Art in Action 10:30 AM	Esmeralda Sanchez-Moseley	Esmeralda Sanchez-Moseley, Flowery Principal -Art in Action program	SPAF Funded program report: <ul style="list-style-type: none"> • Started Art in Action program in January after research; 12 month 12 lesson subscription for K-3rd; SVMA A.R.T.S. program for 4th/5th; ARTescape after school • Art in a box curriculum that meets common core standards; have art teacher to deliver, but classroom teachers may be able to implement now that they are familiar. Each Teacher selected sequence of 12 lessons based on other studies. Program matched to kids development levels. • Solved problem: curriculum and delivery dependent on availability of qualified teacher; continuity not assured. • Has raised quality and standard of art ed. at Flowery; She will re-sign up for program in 2018. • Program is Common Core and Visual Arts Standards aligned. • Plan to take better advantage of trainings offered by AiA next year
Grants	Nancy P. Dorinda	-2017 Grant Process / Principal's Meeting -New Grant Application -Recommend Board/School Liaisons and assign prior to Grant Applications -Fund only programs delivered in public schools?	<ul style="list-style-type: none"> • Nancy presented proposed board-school liaison assignments to start in September; liaisons will be briefed on grants from their schools. Nancy to publish under separate cover with guidelines for liaison role • Nancy/Dorinda: SVUSD May Principal's meeting presented new grant cycle to enable better planning and collaboration; also presented SPAF preference for curriculum based art ed programs • Let Nancy know if you are invested in being on Grant's Committee. Confirm Lisa Conner's participation in 2107

Marketing	Linda	<ul style="list-style-type: none"> -Online Access to Board Minutes -Website Training -Email blasts -Articles <ul style="list-style-type: none"> -Valley of the Moon -Announcing artists -SPAF & Art education in our schools -Advertising /Other Promo Plans -Newsletter 	<ul style="list-style-type: none"> • Marin Open Studios ad completed • Website Training: 2 people at a time, Sign up to train w/Linda on phantom site to be able to add website info re: your area; updates will be ported to live website • Annual Report - Future idea to get our message out there? • Need Better information on Grants for website (Mandy to Linda) • SW Art Magazine - will do feature on us; some artists will do discounted ads
Volunteers	Mandy/Nancy K.	<p>Volunteer Update</p> <ul style="list-style-type: none"> -Oakmont -Plaza volunteers 	<p>Let Mandy know all volunteer needs for you event:</p> <ul style="list-style-type: none"> -Gala (Judy) -Plaza (Nancy K) -Artist events: check in, welcome party, luncheon (Irene and/or Gretchen) -Easel assembly (Irene) <p>Nancy K working on setting up comprehensive year round Volunteer program</p> <ul style="list-style-type: none"> -Friends of Sonoma Plein Air -Mandy exploring Oakmont FPA Group -Future: Art in classroom helpers? Get Local artists involved?
Quick Draw	Dorinda for Cathy	Should we change the QD Plan?	<p>Set up Plaza table with cheese and wine</p> <p>If QD art after exhibit is not available, artists can take art home and bring it to Plaza, OR have art scattered at different locations → Art Walk OR find alternate location (talk to Nima at Sonoma Grille)</p>
SCC Meeting	Mandy	SCC Meeting with Kyle, Martinson, Farwell	<p>SCC has approached us for partnership to be discussed in more depth in June</p> <p>SCC - Room 212 for our studio art? Confirm it's availability in August/Sept. should we want to pursue.</p>

Monday Night exception	Gretchen	Monday Night Artist Welcome	Will Terry be doing the food or will Gretchen? Picnic theme in Olive Grove
Adjourn	Mandy		Adjourned Next board meeting Friday, June 16