

Sonoma Plein Air Foundation
Minutes of Board Meeting – July 21, 2017

Present: Board Members Gerry Brinton, Ellen Hoover, Linda Rosso, Dorinda Parker, Gayleen Brown and Volunteers Gayle Geary, Nikki Parr, Jennifer Parr, Pat Meier-Johnson, Nancy Evers-Kirwan, Lois Layne

Topic	Presenter	Topics/Discussion Items	Information/Action
Approve Minutes	Gerry		No quorum for approval of minutes (May and June)
Financial Update	Gerry	Review financial statement and available funds. Based on gala donations, we will have a limited number of single tickets available.	No quorum for approval of statements
Printing	Ellen	Postcards: 2600 mailed, there are 3000 to distribute. Posters will be 8 ½ x 11 Invitation is at printer – ordered 350 Current invitation list is at 308	Sending invitation list to board for final review, cuts and corrections
Gala Update	Nikki/ Jennifer/ Pat	-171 Seats sold/ 59 remaining - Photographer is taken care of -Program update: • Transcendence (Mandy had details TBD) • Louann plans to attend and will speak – needed to confirm she has no commitment in Hillsborough • Fund a Need/Auction emcee will be Will Deets, Altamira principal • Pat showed video – it is FABULOUS.	Mandy wants to approve gifts for Keith and Judy Sebastiani Theatre will show video as a trailer. Video can be used onsite Saturday at festival and on website.
Plaza	Gayleen	Set up time – early is fine! Panels – set up and reviewed Food/Coffee trucks Student performers? (no Valley Vibes) – perhaps run video in its place. Reserve 2018 dates (list as Big Event)	Decided on heavier weight panels. Gayle will send details and pricing to board for an email vote. Fabric covers need to be made/purchased.
Grants	Nancy P	-Preliminary grant sent to schools -Meeting with ARTescape -Art in Action update (have offered discounted rate) -Board Liaison update – after the festival	No responses from schools (summer vacation)
Artists	Linda	-Artists update • Keith will be here Festival Week -Lighting has been resolved -Easels have been made	Artist Invitational paintings are coming in. Irene will be back July 27.

		Artist luncheon – Thursday August 14 at Susan Cook’s home	Board members will bring food and volunteer.
Marketing	Linda	<ul style="list-style-type: none"> -Website Update -Valley of Moon Article published - Sonoma Magazine calendar -Advertising reps contacted for August ads, working with Lori Winter on design -Newsletter – falling behind on issues -Postcard – direct mail to local neighborhoods with prize drawing when people bring it to festival 	<p>Waiting on scholarship recipient photo for website. Other updates made.</p> <p>Jennifer Parr/Nancy P will help Linda with neighborhoods for postcard</p>
Volunteers	Nancy Lois	<ul style="list-style-type: none"> - Letter to volunteers: 2 responses -Call to Volunteers: Website; newsletter -All volunteers, friends, etc. send to Nancy and Lois 	<p>School starts August 14 – will be able to reach out for 4 volunteers per organization per grant.</p> <p>Each chair is to give #s of volunteers needed, job descriptions and timing to Nancy and Lois</p>
Quick Draw	Cathy	Under control. Case of wine donated. 4:30pm artist check-in for 5 pm start.	Will do another vignette still life for artists. Looking for large Buena Vista wine bottle.