

**Sonoma Plein Air Foundation
Board Meeting Minutes – August 18, 2017**

Topic	Presenter	Topics	Follow-Up
Approve Minutes 9:10-9:15a	Linda	Approved May-June and July minutes	Amend/Approve (May - July)
Financial Update 9:15-9:20a	Gerry	Reviewed financial statement and available funds. Revenue is currently 50k above last year.	Send all anticipated expenditures to Gerry.
Printing 9:20-9:30a	Ellen	Posters and postcards printed. Distribution outside of Sonoma: <ul style="list-style-type: none"> • Glen Ellen: Mandy • The Springs: Gayleen • Kenwood: Linda • Oakmont: Mandy will pursue (also to suggest Oakmont reserve a bus to go to the Plaza) Review of program – follows theme of invitation. Nametags for guests at gala will be provided	Posters and extra postcards taken for distribution by board and volunteers two weeks prior for postcards. Posters OK to put up now. Irene will have additional supplies for those who need to replenish sites.
Gala Update 9:30-10a	Judy	Flow of evening reviewed, decision to attach times to Silent Auction and Reception, Dinner Program and After Dinner Sips in Bubble Lounge 212 Seats sold/230 maximum available Fund a Need – different levels have been “seeded” starting with \$10K from Pease Family Fund, and designating 3K in funds as a \$100 matching bid. <ul style="list-style-type: none"> • Nancy P. to talk with friend re: placing a 5k bid (has already donated \$2,500) Photographer to shoot candid photos at the Gala, art pieces. Still determining whether to shoot Studio Art. Gift for Keith and Judy will be framed kids art and flowers, presented by students. Discussed creating card with children’s art to use as Thank You Card for guests. Preliminary discussion on 2018 location Judy will ask BV if they’d like to sell wine at the Gala (often offer discounted rate for event attendees). Will suggest they create a card for the tables.	Judy will discuss closing time for Silent Auction with Barbara Wells. Need to quantify \$\$ amounts for programs for Fund-A-Need, which will be listed on program. Fund A Need bidding will be recorded by Cell Phone video and payments will be processed after the Gala using Square. Judy will email Darius Anderson re: \$100 matching bid. Mandy will coordinate art for Keith and Judy. Judy will order a small ‘thank you’ placard to attach. Determine additional volunteer needs

<p>Plaza 10-10:30a</p>	<p>Gayleen</p>	<p>Panels and black covers ordered and will be delivered to storage site on 9/8.</p> <ul style="list-style-type: none"> Nancy P. has truck and trailer to transport panels to the Plaza <p>No Valley Vibes orchestra. Video can be shown on Laptop at Information table.</p> <p>Reviewed tables, panels and volunteer needs</p> <ul style="list-style-type: none"> Ellen to create a small sign thanking Keith and Judy for display at Info Table <p>Need to create list of artists and panel location to have available at Info and Sales tables.</p> <p>Will sell remaining SPA cards (\$10/package)</p> <ul style="list-style-type: none"> Nancy P. has cards <p>Will sell remaining SPA bags (in storage)</p>	<p>Volunteers to arrive 6:30 am for set-up. Gayleen will arrange a rehearsal for panel setup with volunteers. Volunteer Chairs will contact Maite Ituri at El Verano with new arrival time for volunteers.</p> <p>Gayleen will bring laptop for video.</p> <p>Important to capture all the little things we do – and document to outline volunteer needs for the future.</p>
<p>Grants 10:30-10:40</p>	<p>Nancy P</p>	<p>Applications have gone out to schools.</p> <p>Board Liaison assignments handed out.</p> <p>Agreed that if majority of elementary schools adopt Art in Action, it will benefit board to have an AiA representative attend a meeting to provide more in-depth educate.</p>	
<p>Artists 10:40-10:55</p>	<p>Irene</p>	<p>-Invitational exhibit at Adastra, Michael Situ painting sold \$1900</p> <p>Adastra location presents challenges.</p> <p>Irene contacting all artists about demos in Plaza, to date, Mark Farina, Kim Van Der Hoek and David Savellano have agreed.</p> <p>Discussion on Blank Canvas logistics: one size canvas, minimum bid price determined by artist, bid sheets will be placed near Studio Art.</p>	<p>Irene purchasing specialized hooks to hang art at Adastra.</p> <p>Sunday 9/10 at 5pm is take down of Invitational Show.</p> <p>Irene will share artists demo information with Linda as soon as available for promotional use and with Ellen for possible inclusion in Program.</p> <p>Monday 9/11 artists check in. Studio Art has to be on display by noon.</p> <p>Set up at Buena Vista starts at 1 pm on Friday.</p>
<p>Monday Night Reception</p>	<p>Gretchen</p>	<p>Glasses, portable toilets, parking attendants, wine, water and beer are all handled, Grove will be decorated for party.</p>	<p>Board and volunteers will provide the catering. Gretchen will:</p> <ul style="list-style-type: none"> Send out a menu with specific requests for board sign up Let board know if early

			arrival for set-up is necessary
Marketing 10:55-11:10	Linda	<p>-Website has been updated, board minutes will be posted.</p> <p>-Press releases sent to local newspapers</p> <p>-Advertising in Sonoma Sun 2X, Sonoma Index Tribune 2X and Kenwood Press 1X</p> <p>-Targeted postcard mailing approved to select Sonoma neighborhoods</p> <ul style="list-style-type: none"> • Can bring postcard to Plaza to enter raffle • Will allow us to expand our mailing list <p>Event posted on online calendars.</p> <p>Video to play at Sebastiani Theatre. Agreed to being screening on 9/1 to promote Saturday event.</p> <ul style="list-style-type: none"> • Will have pre-event edition directing people to the Plaza and post-event edition directing people to website <p>Question: How to get event listed in information hotels provide to their guests (printed materials, emails, etc.). Particularly those who don't allow for postcards and posters (The Lodge)?</p>	<p>Linda and Pat will work together to create pre/post editions of video.</p> <p>Pat will coordinate with Sebastiani Theatre.</p>
Volunteers 11:10-11:20	Nancy Lois	Review of volunteer needs was discussed at various points during the meeting.	
Miscellaneous 11:20-noon	All	There will be a Sept 8 th board meeting to do a run through of the week.	Room at Community Center needs to be secured.