

# **ART LEAGUE OF LINCOLN OPEN MEMBERS' MEETING**

December 10, 2012

## **OFFICERS, DIRECTOR & INVITED GUESTS**

President - Paul Apfel

Executive Director - Jean Cross

Vice President - Mike Daley

Treasurer - Bill Szabo

Board Members - Rhonda Campbell, Ray Gonzales, Andy McMurtrie, Events Chair

Invited Guests - Cathie Szabo, America's ClayFest Co-Chair, Judith Jesness, Performing Arts Chair, David Attaway

Not Present - Secretary, Bobbie Pilliard

Member Guests Present: Mary Olsen, Charleen Kerley-Pflueger, Gene Kennedy, Colleen Giorgi recording as Secretary for Bobbie Pilliard

Noting that there was a quorum, President Paul Apfel called the meeting to order at 3:00 pm in the 1st floor meeting room in City Hall.

We should note that the formal reading of the minutes from the 1st Annual Membership meeting held November 13, 2012, was waived as all Directors had read the minutes online. A motion was made and all Directors approved the minutes as previously distributed via email.

## **PRESIDENT**

Paul outlined the League's goal for 2013 which includes:

- 1) increasing membership, advocacy (promoting and supporting different art aspects),
- 2) revenue generation (to help with operating expenses)
- 3) advocacy
- 4) membership expansion and finding a "home"
- 5) a successful America's ClayFest.

These goals are aligned with the Chamber of Commerce and Jean will incorporate them into the League's business plan as the following anagram: RAISE -Revenue, Advocacy, Increase Membership, Successful America's ClayFest, Events. The goals will be discussed at the January membership meeting. Paul added the Business Plan includes budgets and goals.

Paul announced Jean Lund will add inserts to the Lincoln News Messenger for the next three months publicizing the League's events, the first edition coming out in January. Paul stressed Monday, December 17th, is the first deadline and asked anyone to pass on any pertinent news.

## **VICE PRESIDENT AND MEMBERSHIP REPORT**

Mike announced a total of 274 members and has sent requests for dues renewals. For the purpose of bookkeeping, annual renewals are due January 1st. In the future, Mike will look at the number of members who joined mid-year for pro-rating possibilities.

The benefits of various membership levels will be reviewed by Mike, Jean and David.

Mike noted he is creating certificates for the businesses who support the Art League with donations or memberships.

## **TREASURER**

Treasurer Bill Szabo announced our current balance is \$16,020.47. As far as any America's ClayFest budget queries they will be answered on an individual basis.

In regards to future donations, Paul pointed out most companies have their 2013 fixed budgets completed.

## **EXECUTIVE DIRECTOR**

Jean announced the Placer Valley Tourism grant will be coming to the League after the first of the year.

There was a discussion regarding a home for the League including space on the 2nd floor of City Hall. Paul stated 580 6th is still up in the air since they have had two offers to buy the building. The City is currently getting appraisals on the property.

Jean has been storing furniture in her garage and asked if we could pursue a storage unit since the League will need one eventually. Bill will explore all the possibilities.

## **AMERICA'S CLAYFEST**

A discussion regarding the photography show during ClayFest included Gene Kennedy who is organizing the event. Gene announced he has 80 photographers interested in showing their work in the kiln at Gladding McBean and in the phantom galleries around town. The photos will be representations of Gladding McBean creations. It was questioned whether the photography show would be separate event or part of ClayFest and if the photographers be charged a fee. There were discussions regarding: selling postcards of photography works; should exhibitors be members and pay the Art League a commission; and, use of perimeter easels.

Jean will work on posters using pictures from previous GMB calendars.

Cathie announced Diana at Simple Pleasures will cater at \$20-25 per person. Diana will oversee all the event needs in regards to supplies.

David asked if the event will make money and there was discussion about all the reasons we charging certain prices with a possibility of raising them next year. In addition, the tour revenue will be separate from the reception.

Only the Purchaser Awards will have appetizers and beverages available on the 2nd floor. They will have exclusive times to view and purchase art - 5:00-6:30 p.m. with the general public entering at 6:30. There will be different color tickets for the Purchasers.

Cathie suggested we purchase two years of Awards ribbons since the larger the order the least expensive the ribbons are. Cathie is hoping to use the League's new logo in the rosette of the ribbons.

When the tickets have been printed each Board member will have a certain amount to sell.

Cathie explained how brownpaperticket.com works and there will still be room for last minute walk-ups. The site will collect monies up front and supply the League a marketing list after the event. It will cover all our needs including sending the ticket purchaser a list of requirements for the tour.

It was decided this year the Reception volunteers will be required to buy tickets as support for the League.

Mike stated he has received 14 entries at this time and is aware most entries will be closer to the deadline, February 4, 2013. Mike is sending out more Calls to Artists and specified the entry fees: 1 piece at \$25, 2 are \$30 and 3 for \$35.

Andy and her sister, Beth, would like to serve breakfast to the Reception volunteers and the cost would be under \$300. The ClayFest committee will review the request.

Jean is hosting lunches at Beerman's on April 6th and 7th for Stanford alumni. It is hoped the alumni will be enthusiastic about ClayFest.

## **UNFINISHED BUSINESS**

### **Lincoln Merchants Christmas Displays**

Rhonda organized the phantom gallery which included nine merchants with twenty artists volunteering to show their work. Rhonda printed a flyer for shoppers to take to the merchants for stamps in order to enter the January 14th drawing for two GMB tour tickets. Jean will make a poster for merchant windows.

### **Logo Update**

Jean and Rhonda will email to the Board suggestions for the League's logo.

### **Performing Arts Update**

Judith is the new Chair of the Performing Arts Committee. The Heritage Theater is a possible venue for the Arts, but Beerman's is free and Judith added the theater group hopes to have a Broadway show at Beerman's in February. No upfront monies are needed for the production.

## **NEW BUSINESS**

Paul mentioned the League's privacy policy is drafted with the KVIE policy as a guide. Paul will give copies to the Board and it will be on the January meeting agenda.

Charleen brought the Feats of Clay 2009 flyer with a list of sponsors we can target for this year's event.

## **ADJOURN**

There was a motion to adjourn and the Board unanimously approved at 4:55 pm.

Next regularly scheduled meeting: open membership meeting, Monday, January 14, 2013, 3:00 p.m., 1st floor meeting room, City Hall.

Respectfully submitted,

s/Colleen Giorgi

for Bobbie Pilliard  
Secretary

Attachments:

- Flyer - ACF
- Phantom Drawing Entry Form
- ALL Proposed 2013 Budget
- Agenda