

ART LEAGUE OF LINCOLN OPEN MEMBERSHIP MEETING

February 9, 2015

OFFICERS, DIRECTORS & INVITED GUESTS

President - Paul Apfel

Vice President - Mike Daley

Secretary - Colleen Giorgi

Treasurer - Steve Himes

Board Members Present - Steve Gillespie, Bill Szabo, Rhonda Campbell, Barbara Burge, Jean Cross, Susan Gillespie, Mitch Solomon, Ken Underwood

Acting Board Member Present - Julie Sullivan

Member Guests Present - Patrick Jewell, Susan Jewell, Jan Apfel

CALL TO ORDER

Noting there was a quorum President Paul Apfel called the meeting to order at 4:30 p.m. in the Art Center of Lincoln.

CONSENT AGENDA

As requested, two items, 1-12-15 Open Meeting minutes and the America's ClayFest III were removed from the Consent Agenda. A correction was made to the minutes and America's ClayFest was moved to Unfinished Business.

A motion to approve the corrected minutes passed unanimously.

A motion to approve the remaining four items (attached) on the Consent Agenda passed unanimously.

PUBLIC COMMENT

There was no public comment.

REPORTS OF OFFICERS, BOARDS AND STANDING COMMITTEES

PRESIDENT

Paul opened a discussion regarding Art League liabilities in regards to the movie nights recently held at the Art Center. The possible legal issue is movie copyrights and whether the movie can be shown in a public setting rather than only in a home setting as is stipulated on every copy. It was decided to seek a legal opinion about a required public performance license. Also, since movies are art created by artists we especially need to respect their legal rights. Jean will inquire about joining the California Lawyers for the Arts organization. In the meantime, showings will be discontinued.

VICE PRESIDENT

Steve Gillespie did not have a report .

SECRETARY

Colleen did not have a report.

TREASURER

Prior to this meeting, the January 2014 Profit and Loss statement (attached) was distributed via email to members of the Board for review. Steve Himes stated, as an addendum, that subtracting the Direct Public Support amount from the total net income results in a \$3994 profit for the month of January.

A motion to approve the Treasurer's January report passed unanimously.

MEMBERSHIP

Mike stated the League has a total of 151 members and we are halfway to our goal of 300. Last year we had 265 members. There are still a lot of members who have not renewed. Some members are not comfortable signing up or changing their information on line, they prefer to write a check. It was suggested the Board get together for a phone blitz with each member calling approximately ten members. It would be possible to accept credit cards

over the phone. It was noted that calls and letters from Board members has worked for other organizations. Mike will organize the outreach.

Mike added he has been approached by other Lincoln businesses wanting to participate in the discount program for Art League members. There was discussion about informing the membership electronically, and contacting realtors to add Art League information to their real estate packets.

ART CENTER

Jean Cross and Julie Sullivan gave a joint report regarding the Art Center. Previous to the meeting electronic copies had been sent to the Board to review (attached). Julie added to the report stating the Photography reception was attended by approximately seventy people, and \$160 in awards was given out. Rhonda and the show judge did a walk through for seventeen volunteers Thursday, a practice that will continue at 10:00 a.m. on the first Wednesday of every exhibit.

Wednesday at 1:30 p.m. there will be a yarn-bomb party at the Art Center to finish the rest of the entry railings.

Julie will be talking to Lisa Viviano in the morning regarding bookkeeping for the League. Lisa is not a practicing CPA, but is familiar with non-profits and QuickBooks. Lisa will be needed for four hours a week at \$10/hour. There was discussion as to whether Lisa would be a direct employee or provide a contracted independent service.

Catherine High will assist Barbara with Gift Shop inventory and record keeping. Currently it will be on paper, but will go electronically in the near future. Barb mentioned plastic bags will no longer be in use as of July which is an opportunity for the Gift Shop to sell bags.

Paul spoke with William Jessup University in regards to a student intern. The school stated the students role must be project specific. Paul is looking for an electronic Point-of-Sale inventory program as the project.

Jean spoke about the mural at Beerman Plaza that Ray Gonzales created in the 1990's. The 2014-2015 Leadership Lincoln program has adopted the project, will be creating a patio in front of the mural, and has asked for help from the League. Jean is meeting with the group Thursday to get more details regarding League involvement.

May 2nd is Lincoln Wine Fest. 700 people are expected to attend and the Art Center will be a venue again this year. There was discussion regarding the League selling the plastic plates that contain a hole to hold a beverage. We would have a booth at Beerman Plaza for sales. It was suggested we put our logo sticker on each plate.

On February 20th Jean and Susan will attend the Big Day of Giving seminar regarding advertising. Advertising cannot start until March 5th. There was discussion in regards to venue selection for the event. The consensus was to hold the event at the Art Center in the parking lot for the \$95 fee, have art and prizes, i.e., a \$500 painting available. Jean will present a written proposal to the Events Committee.

UNFINISHED BUSINESS

AMERICA'S CLAYFEST

Mike announced 45 entries have arrived resulting in 20 pieces and 7 incomplete entries. The deadline is February 27th. Mike added Perspectives magazine will have an article in the April/May issue.

PLACER COMMUNITY FOUNDATION LEADERSHIP CONFERENCE

Julie, Jean, Barb and Ken will attend the 2015 Summit at Orchard Creek on March 20th.

580 SIXTH STREET

Paul stated there has been no movement in regards to the property. He said the art League needed a budget in place first. Several members of the newly seated City Council have suggested to Paul that it should wait until June.

FEATS OF CLAY NAME

There was discussion regarding the Feats of Clay title and logo and whether we should request it be returned to us from Placer Arts. If we retained the title with the logo no one else would be able to use it except the Art League since it is copyrighted. This will be the last year America's ClayFest will include "formerly Feats of Clay" after its title. Since 'Feats of Clay', and it's logo, is representational of GMB it probably would not be used again without their involvement. Paul will write a letter to Placer Arts.

LOGO

Paul started the discussion stating the current logo was Board approved in January 2013. Susan stated the current logo is too heavy with a black background, it raises the price of printing, should always be in color, should always have the same aspect ratio. She added

that there are three parts to a logo - background, art and font. It was agreed to look at other versions at the March meeting. A motion to reexamine current logo passed unanimously. Bill Szabo will coordinate the process.

PERSONNEL NEEDS

The League still needs an Education Coordinator and Fundraising Coordinator.

NEW BUSINESS

BUDGET FOR 2015

The 2015 budget (attached) used 2014 actuals which were adjusted for 2015, where changes could be anticipated. The budget is a forecast, and therefore the actual spending may differ from the estimate. There was correction where entry fees are listed under Expenses when they are actually Revenue. A motion to approve the amended 2015 budget, deleting \$3,995.00 from Row 4 under Expenses and changing the total of the 2015 Proposed Budget to \$39,586.00 was approved unanimously.

CARNEGIE BASEMENT FOR CLASSES

In regards to the Carnegie Library basement there is no opposition from the Friends of the Library if the League would like to use the basement for classes. Paul suggested we pursue the space in the interest of our mission statement, and as a means of income for the League. It was questioned who would move the material from the basement in order for it to be functional. A motion to ask the City for the use of the Carnegie Library basement passed unanimously. Paul will write the mayor asking permission to use the space.

EXECUTIVE COMMITTEE

The 2014 Executive Committee consists of the President, Vice President, Secretary and Member-at-Large. Paul recommended a five-member Executive Committee for 2015, consisting of the President, Vice President, Secretary, Treasurer and Member-at-Large from the Board. The change would not require a charter change. The Bylaws state the committee is to handle issues between Board meeting and anything requiring immediate attention. The Executive Committee reports to the Board. A motion to create a five member Executive Committee consisting of President, Vice President, Secretary, Treasurer and Member-at-Large from the Board passed unanimously. For the Member-at-Large

position Barbara was selected. A motion to approve Barbara Burge for the Member-at-Large position was approved unanimously.

ADJOURN

There was a motion to adjourn and the board unanimously approved it at 7:10 p.m. The next Open Meeting is Monday, March 9th, 4:30 p.m. There will also be an Executive Committee meeting and Planning Session in March.

Respectfully submitted,
s/Colleen Giorgi

Attachments:

- Agenda
- January Profit and Loss Statement
- Art Center Report
- Membership Report
- America's ClayFest III Report
- Thomas McKnight Palm Beach Serigraph Report
- 2015 Budget

Agenda (Rev#1) - Art League of Lincoln - February 9, 2015

4:30 p.m

Art League of Lincoln Art Center

Call to order

Paul Apfel

Consent Agenda:

Approve minutes of the January 12, 2015 Regular Meeting.

Accept Various Committee Reports :

Art Center

Membership

America's ClayFest III

January 2015 P & L

Acknowledge Update status on sale of Serigraphs

Public Comment

Paul Apfel

Reports of Officers, Boards & Standing committees:

President

Paul Apfel

Vice President

Steve Gillespie

Secretary

Colleen Georgi

Treasurer

Steve Himes

Membership

Mike Daley

Art Center

Jean Cross/Julie Sullivan

Unfinished Business

Placer Community Foundation Leadership
Conference signups

Paul Apfel

580 Sixth St. - Update

Paul Apfel

Feats of Clay Name - Request Return?

Paul Apfel

Logo Debate - Approved vs current usage
Georgi

Paul Apfel & Colleen

Current personnel Needs
Education Coordinator
FundRaising Coordinator

Paul Apfel

New Business

Budget for 2015
Sullivan

Paul Apfel/Steve Himes/Julie

Ask City for Carnegie Basement for classes?
Executive Committee - Change Members

Paul Apfel
Paul Apfel

Beermann Plaza Mural Wall Project

Paul Apfel

Next Meeting - Time & Place

Paul Apfel

Adjourn

Paul Apfel

02/03/15

Art League of Lincoln
Profit and Loss Standard
January 2015

| | Jan '15 |
|--------------------------------|-----------|
| Ordinary Income/Expense | |
| Income | |
| Gallery Sales/Rental | 593.00 |
| Gift Shop Sales | 421.00 |
| Sales Tax Payable | 8.56 |
| Direct Public Support | 34,258.00 |
| Other Types of Income | |
| Miscellaneous Revenue | 0.23 |
| Total Other Types of Income | 0.23 |
| Program Income | |
| Entry Fees | 1,140.00 |
| Membership Dues | 2,820.00 |
| Total Program Income | 3,960.00 |
| Total Income | 39,240.79 |
| Expense | |
| Marketing | |
| Advertisitng/PR | 269.53 |
| Food & Beverage | 95.60 |
| Total Marketing | 365.13 |
| Contract Services | |
| Sales from Exhibits | 210.00 |
| Gift Shop Sales | 393.60 |
| Contract Services – Other | 68.95 |
| Total Contract Services | 672.55 |
| Facilities and Equipment | |
| Rent, Parking, Utilities | 343.03 |
| Total Facilities and Equipment | 343.03 |
| Operations | |
| Postage, Mailing Service | 94.85 |
| Supplies | 173.65 |
| Telephone, Telecommunicat... | 149.49 |
| Total Operations | 417.99 |
| Other Types of Expenses | |
| Refund | 25.00 |
| Total Other Types of Expenses | 25.00 |
| Total Expense | 1,823.70 |
| Net Ordinary Income | 37,417.09 |
| Net Income | 37,417.09 |

Art League of Lincoln

Art Center Report

February 9, 2015

The Art Center began the year with a very successful Student Exhibit featuring works from classes at Glen Edwards Middle School, Twelve Bridges Middle School and Lincoln High School. In all, nearly 100 pieces were shown including ceramics, pencil drawings, pastel drawings, mixed media, photography and others. The opening Student Reception was well attended and brought many new people into the gallery. In all, 21 pieces were sold, two additional are pending (waiting for prices from the artists) and many parents and grandparents thanked us for showing the work of their talented off-spring.

At the same time, Charles Kampf and Candace Schmidt were showing in the Spotlight Gallery. Candace's abstract works, especially her triptychs and heavily textured paintings, were greatly admired. Charles makes pendants using silver pieces, primarily spoons and forks, for an heirloom effect. Charles will be leading a class on February 16, teaching participants how to turn old silver flatware into rings or other jewelry.

Twenty-one of the Art Center's volunteers gathered for a luncheon at Buonaratti's on January 20th. The purpose of the luncheon was primarily social, an opportunity for the volunteers to get to know each other and to hear a bit about what was happening in the near term in the Art Center. Jean Cross spoke about her new position as Artist in Residence at Gladding McBean, and Barbara Burge spoke about activities in the gift shop and announced that Catherine High was her gift shop assistant. Jan Apfel and Susan Jewell were introduced as co-Volunteer coordinators and spoke briefly about the need for additional volunteers to help with receptions, to gallery-sit, and to help bring people into the Art Center. They had produced an informational folder for each volunteer to take with them.

Rhonda Campbell and several volunteers received and hung photographs for the 2nd Annual Open Photography exhibit. Juror O. Truman Holtzclaw selected three prize-winners and three additional Honorable Mentions; the 1st, 2nd and 3rd prize-winners were each awarded a check at the February 7 Reception. Rhonda and Truman also led a gallery tour for volunteers on Thursday, February 5, providing them with information on technique, various photography styles and some post-production information. The goal was to help the volunteers gain

knowledge in a medium they might not be familiar with and then be able to pass the information along to gallery visitors. The Open Photography Exhibit runs through March 7.

We have scheduled three classes in February. Charleen Kerely-Pflueger is doing a Small Vessel Wet Felting class on Monday, February 16, from 11 am – 2 pm, in the Art Center gallery. Class size is limited to 8 and cost is \$55 per student plus \$10 for supplies, which Charleen will provide. The same evening, Charles Kampf will present the first of his 2-part Silverwearables ring-making class from 6 – 7 pm in the Raley's Community Room. The second session will be held Friday, February 20 again from 6 – 7 pm in the Raley's Community Room. Cost for the 2 classes is \$45. And Patrick Jewell will lead a workshop on using Adobe Photoshop LightRoom 5 on Saturday, February 21, from 9 – 11 am in the Art Center gallery. Charge for this is \$25. Sign-ups for each of the classes can be done directly with the instructor or through the Art Center. ALL will receive all the proceeds from the LightRoom workshop, \$10 per student from the Silverwearables classes, and 40% of the fee from the Wet Felting Class.

Upcoming Events

The next group of railings outside the Art Center is scheduled to be yarn-bombed on Wednesday, February 11, at 1:30. If not finished that day, or if it rains, the back-up day is Friday the 13th!

Movie Night Is Friday, February 16. Member Bonnie Dunlap has been planning these; she asks for a \$4 donation and the last Movie Night brought in over \$50. If they continue to be successful, she is thinking about doing it twice a month with both classic American and classic foreign films being shown. Casablanca is the featured film on February 16.

Next exhibit in the Art Center gallery is Artistry of Jewelery , curated by Cathie Szabo and judged by Barbara Burge. This exhibit runs from March 11 to April 11 with a reception on Saturday, March 14. Cathie has agreed to do a walk-thru of the exhibit for our volunteers on Wednesday, March 11, at 10 am.

Marilyn Rose will show her oil paintings on one wall in the Spotlight Gallery beginning February 11. She will show a second wall of paintings in March and will have the entire Spotlight Gallery from mid-April to mid-May when Lincoln High School's Photography classes will have the entire Spotlight Gallery. Rental charges remain the same: one wall is \$50 per month, the entire gallery is \$135 per month. We have lowered our commission for the Spotlight Gallery to 20% as that allows the exhibiting artist more flexibility in pricing.

We have a confirmed date of April 9 for a bus trip to Stanford University to view the Anderson Collection of Modern and Contemporary American Art. Stanford limits tours to no more than 30. We will announce the activity sometime in the next three weeks so people can start making plans. Sign-ups will be on a first-come, first-served basis and cost will be somewhere around \$50. Details to follow as they are worked out.

Membership Report: [Consent Agenda](#), February 9, 2015

Art League of Lincoln Board Meeting

As of February 4th, we have had 149 people either renew or join using the new Membership Portal. In the last week or so it has begun to taper off as far as renewals and new joins are concerned. We will be sending another e-blast to remind those that have not renewed to please make an effort to log in and sign up using the on-line system. Help us reach our goal of 300 members this year.

The new Membership Card is working well. As I indicated in my initial introduction of it to the general membership, if one uses it 8 – 10 times, the amount of savings they receive, more than pays for the membership fee!! We need to keep telling this to those that haven't renewed yet. Also remember, that the restaurant offerings are good through the 31st of December.

America's ClayFest III Report: [Consent Agenda](#), February 9, 2015

Art League of Lincoln Board Meeting

The entries into the ACF Show are beginning to trickle in. As of today, February 3, 2015, We have 67 total pieces entered. Compared to last year at this time it is a little less. I anticipate that between now and the 27th of Feb. deadline, there will be a fast and furious number of entries. Last year, we received 47 entries on the last day alone!! So I am holding faith that the same thing will happen again this year. We just sent a "reminder" e-blast out to all entrants from 2013, 2014, colleges and universities, and our teacher lists. This should also help stimulate additional entries.

Our Student Show entries are very low... only 15 entries so far. We have also targeted e-blasts to the colleges and universities and local colleges/high schools in the immediate area. We haven't determined what else we can do to get more entries.

Thomas McKnight Palm Beach Suite Update

The following report will be on the Consent Agenda for the Open Board Meeting on 2-9-15. It is for information only and does not require Board action.

The values for the following serigraphs have been consistent in checking with numerous second hand art dealers throughout the country:

Lagomar - \$1500

Breakers - \$1000

Lake Worth - \$2000

North Ocean Boulevard - \$1500

South Ocean Boulevard - \$2000

Villa Rosa - \$900

North Lake Way - \$1450

Grace Trail is the missing serigraph of the 8-piece suite due to a divorce.

The following organizations have been contacted with their respective responses:

freeartappraiser.com - recommended sell on EBAY

herdonfineart.com - must send without frames after sale, fee 20%

doubletakegallery.com - no demand, turned down

elainefineart.com - no demand and stated no dealers or galleries will buy them, recommended a silent auction or fundraiser

vermillion.com - want Certificate of Authenticity

artbrokerage.com - 20% fee, need shipping costs

witherells.com - website corrupted, no response

masterworksfineart.com - no response

clars.com - no response

Bottom line: every contact that responded has mentioned there is no demand for the suite at this time. A folder with all information, contacts and responses is in the Art Center along with the serigraphs.

| REVENUE | 2014 Budget | 2014 Actual | 2015 Proposed Budget | Delta |
|---------------------|-------------|--------------|----------------------|--------------|
| Ad/Catalog Sales | \$800.00 | \$0.00 | \$0.00 | \$0.00 |
| Classes | \$0.00 | \$4,598.00 | \$5,600.00 | \$1,002.00 |
| Entry Fees | \$12,700.00 | \$3,995.00 | \$9,450.00 | \$5,455.00 |
| Gifts/Donations | | \$82,442.00 | \$35,000.00 | -\$47,442.00 |
| Membership Dues | | \$3,500.00 | \$6,000.00 | \$2,500.00 |
| Rental | \$2,500.00 | \$1,200.00 | \$1,200.00 | \$0.00 |
| Sales | \$46,225.00 | \$9,700.00 | \$10,000.00 | \$300.00 |
| Sponsorships/Awards | \$10,500.00 | \$7,500.00 | \$7,500.00 | \$0.00 |
| Sales Tax | \$500.00 | \$500.00 | \$750.00 | \$250.00 |
| Ticket Sales | | \$5,717.00 | \$2,000.00 | -\$3,717.00 |
| | \$73,225.00 | \$119,152.00 | \$77,500.00 | -\$41,652.00 |
| | | | | |
| | | | | |

| EXPENSES | 2014 Budget | 2014 Actual | 2015 Proposed Budget | Delta |
|---------------------------|-------------|-----------------------|------------------------|-------------|
| Advertising/PR | \$9,960.00 | \$4,558.00 | \$5,000.00 | \$442.00 |
| Business Memberships | | \$425.00 | \$425.00 | \$0.00 |
| Business Registration | | \$46.00 | \$50.00 | \$4.00 |
| Entry Fees | \$600.00 | \$3,995.00 | \$4,000.00 | \$5.00 |
| Food & Beverage | \$9,055.00 | \$1,685.00 | \$2,000.00 | \$315.00 |
| Finance | \$1,000.00 | \$0.00 | \$0.00 | \$0.00 |
| Insurance | \$5,000.00 | \$4,800.00 | \$3,000.00 | -\$1,800.00 |
| Maintenance | \$500.00 | \$0.00 | \$200.00 | \$200.00 |
| Outside Contract Services | \$0.00 | \$417.00 | \$5,500.00 | \$5,083.00 |
| PayPal. Entry Thingy Fees | | tbd | \$1,200.00 | \$1,200.00 |
| Postage/Shipping | \$240.00 | \$72.00 | \$100.00 | \$28.00 |
| Printing | \$2,080.00 | \$245.00 | \$3,410.00 | \$3,165.00 |
| Awards/Prizes | \$3,750.00 | \$3,095.00 | \$4,000.00 | \$905.00 |
| Professional Fees | \$2,180.00 | \$4,236.00 | \$250.00 | \$3,986.00 |
| Rental | | \$1.00 | \$1.00 | \$0.00 |
| Sales Commissions | \$7,005.00 | \$5,108.00 | \$5,500.00 | \$392.00 |
| Sales Tax | \$501.00 | \$500.00 | \$750.00 | \$250.00 |
| Supplies | \$3,250.00 | \$2,489.00 | \$2,500.00 | \$11.00 |
| Utilities | \$3,792.00 | \$5,952.00 | \$5,400.00 | -\$552.00 |
| Capital Expenses | \$2,500.00 | \$106.00 | \$300.00 | \$194.00 |
| NOIBN | \$2,500.00 | \$0.00 | \$0.00 | \$0.00 |
| | \$53,913.00 | \$37,730.00 | \$43,586.00 | \$13,828.00 |

39.586

Art League of Lincoln

2015 Budget

as of 2/9/1.

| 2014 EXTRA EXPENSES | | | | |
|---------------------|------------|------------|--------|--|
| | | | | |
| Royalties | \$2,050.00 | \$1,550.00 | \$0.00 | |
| Sets/Costumes | \$1,975.00 | \$475.00 | \$0.00 | |
| | \$4,025.00 | \$2,025.00 | | |