

ART LEAGUE OF LINCOLN (ALL)
Board Meeting
July 16, 2012

The meeting was called to order by President, Paul Apfel at 2:00 p.m.

DIRECTOR AND OFFICERS:

President - Paul Apfel

Vice President - Mike Daley

Treasurer - Bill Szabo

Secretary - Bobbie Pilliard

Board Members - Rhonda Campbell, Ray Gonzales, Andy McMurtrie

Executive Director - Jean Cross

With the aforementioned members in attendance, President Apfel declared a quorum to be present.

* Note.. Feats of Clay is being used to describe the ceramics show and factory tour at Gladding McBean that has been known by this name for the last 24 years. At this time ALL may not have use of the name because it is trademarked by Placer Arts. Thus ALL may need to rename it.

President Apfel suggested to the board that the board should consider biweekly meetings over the next few months as the pace of organizing ALL and scheduling events is requiring more frequent discussion and decisions. The board unanimously concurred.

Guest - Paul Joiner, an ALL member and a sitting Lincoln City council member was present. Mr. Joiner had requested to be on the agenda to address his concerns about the direction ALL has chosen and wished to confirm that the full board has been informed and understands it fully.

President Paul Apfel explained to the board why Mr. Joiner was in attendance and gave him the floor as the first order of business.

At this point Mr. Joiner confirmed that he was speaking as a member of ALL and not as a Lincoln City Councilman.

Mr. Joiner indicated that he had been asked to contact potential board members for ALL. He listed 6 of the contacts that he has made: 2 by name and 4 by description. The two named were Placer Valley Tourism and South Placer Chamber. The others described were: 1. A well

known attorney, 2. A wealthy patron of the arts, 3. A well known radio personality, and 4. A curator of Crocker Art Gallery. He indicated that he did not want to go forward with these contacts without board approval as he sees their potential association with our organization as a one-time opportunity and did not want to have them turned away. Rhonda asked the question, "What do these people want?" Mr. Joiner answered, "The focus of these people is Feats and its expansion." Mr. Joiner also asked if potential board members could be appointed by the current board and not go through the normal election process. President Apfel pointed out at this time that such a process would not be conforming to ALL's current bylaws, but if the general membership wanted to submit a proposal to change the bylaws, they are free to do so.

Part 2 of Mr. Joiner's presentation was the fact that he had also been asked to help find administrative space for ALL. At this time, he confirmed that he was speaking as a Lincoln City Councilman. He needed clarification as to our specific desires regarding the space. Paul Apfel reiterated that, as presented verbally and in writing to the City Council at the City Council meeting of June 26, 2012, and in the private meeting between Joiner and Apfel, Art League of Lincoln has requested a 3-featured preference. ALL's request includes:
1. Administrative space, 2. Gallery space, and 3. Space for a permanent historical Gladding McBean exhibit. Apfel continued by noting that ALL will consider all options the city and council may present.

At this point, Mr. Joiner asked if he could remain for the entire meeting and the Board accommodated his wish.

OFFICER REPORTS:

Secretary: Minutes of previous meeting were approved as written

Treasurer: As of 07-16-2012, Income = \$21,188.50 with expenses of \$4,114.46 for a balance of \$17,074.04. These figures included Mike Daley's \$269.23 in reimbursed expenses which were approved by the board.

Membership: Mike Daley reported that as of 07-16-2012 we have 209 confirmed members.

Mike also reported that he had contacted an attorney with regard to the usage of the name "Feats of Clay", which is now in the possession

of Placer Arts, for the 2014 show at Gladding McBean. The attorney's research and his opinion on this subject would likely take 2 - 3 hours at a cost of \$225.00 per hour, with Mike doing much of the research. Discussion followed and no decision was made.

COMMITTEE REPORTS:

FEATS:

Ray Gonzales reported that he has compiled 3 names of potential jurors for the Feats show. All are nationally and internationally known and would be a huge draw for potential entries from artists. Ray's number 1 candidate was Jun Kaneka. His number 2 pick was Richard Shaw and number 3 was Susannah Israel. The board unanimously voted for Ray to start contacting these people in his order of preference.

Ray then submitted the name of Art League of Lincoln's Feats of Clay as a name to use for our preliminary advertising.

Ray also said that, with the board's permission, he would contact Angela Tahti of Placer Arts to request the return of the name of "Feats of Clay" to Lincoln, since there has been no response to our letter requesting same. The board unanimously approved Ray's request.

Bill Szabo discussed availability of wineries and bands for the reception and our need to start contacting these soon due to their needs to complete their 2013 schedules before the end of 2012. This was based on his discussions with the owners of PAZA Winery and and the manager of Encore Cafe band.

Rhonda Campbell reported on a website called EntryThingy that can be linked to our website. It allows for submission of entries and artists' work and compiles all of the associated data needed to put on and track everything associated with an art show. Cost is minimal compared to the efficiency and time savings for this work. Rhonda has successfully used this application previously as have other members of the board and all favorably recommended its use. The board unanimously voted to approve the use of EntryThingy.

Cathie Szabo submitted a preliminary expense and income estimate for the Feats show. Included were cost of awards, flight and

accommodations for juror, cost of a reception for 250 to 300 people. The estimate is based on a combination of previous costs and new prices she obtained.

Cathie also asked for board approval to email the general membership asking for volunteers to do "nuts and bolts" jobs for the show, and permission to set up the account for EntryThingy in the amount of \$1,000. Board unanimously voted to grant both requests.

EXECUTIVE DIRECTOR:

Jean reported that A.L.L. has a booth this Saturday at the Ride to Walk Fundraiser.

The Business Plan is completed.

Jean will attend 2 workshops at the Small Business Development Center. One on Business Basics and the other on Social Media. Cost is \$40 each.

Jean will make a list of bullet points for those sitting our booth at the weekly farmers' market, so that all sitters will be conveying the same message.

Due to time overrun, President Apfel proposed that several unfinished agenda items be deferred for discussion at the next regularly board meeting to be scheduled for July 31. The board concurred and unanimously voted to adjourn the meeting and meet again on July 31, 2012 at 2:00 pm in the Umpqua Bank conference room.

Meeting was adjourned at 4:40 pm

Bobbie Pilliard, Secretary