

# ART LEAGUE OF LINCOLN BOARD MEETING

October 8, 2012

## OFFICERS, DIRECTOR & INVITED GUESTS

President - Paul Apfel

Executive Director - Jean Cross

Vice President - Mike Daley

Treasurer - Bill Szabo

Secretary - Bobbie Pilliard

Board Members - Ray Gonzales, Andy McMurtrie, Rhonda Campbell

Invited Guests - Cathie Szabo as America's ClayFest Chair JoAnn Erlin, Nominating Committee Chair

Member guests present were Patrick Jewell, Bill Roberts, Jan Apfel, Charleen Kerley-Pfleuger, and Colleen Giorgi recording as Secretary for Bobbie Pilliard.

Member guest absent: Paul Schechter

Invited guests present: John Potter and Rebecca Martinez from Zoomaru™

**PRESIDENT:** Noting that there was a quorum, President Paul Apfel called the meeting to order at 3:02 pm in the dining area at Buonarroti Restaurant and announced Colleen Giorgi will be filling in for Bobbie Pilliard as recording Secretary.

We should note that the formal reading of the minutes from the Board meeting on September 10, 2012, was waived as all directors had read the minutes on line. A motion was made and all directors approved the minutes as previously distributed via email.

Paul stated we are within the 120 day rule in the bylaws regarding nominating committee appointments, specifically, JoAnn Erlin as Chair of the 5 person Nominating Committee. Mike Daley was the first chair so selected in July 2012. He had to step down because of pressing business interests. President Paul Apfel took over but then also had to step down because of guidance contained in Roberts Rules. A motion was made and carried confirming JoAnn as the Chair.

The board approved adding three sitting directors' positions to the seven already approved effective with the seating of the directors to be elected at the Nov 13 annual meeting. As the new directors' terms will begin January 1, 2013, the expansion of sitting director positions will be effective that same date. Paul advanced the motion, there was a second and the board unanimously approved the motion.

JoAnn Erlin presented and recommended the names of the 3 candidates applying for a position on the Board - David Attaway, Judith Jesness and Colleen Giorgi. On questioning from the board, JoAnn added the seven currently serving members of the

board to the slate she presented to the board for approval. The The board accepted the revised slate which contains the following names: David Attaway, Judith Jesness, Colleen Georgi, Paul Apfel, Mike Daley, Bill Szabo, Bobbie Pilliard, Rhonda Campbell, Andy McMurtrie and Ray Gonzales. The Board Secretary will email the names to the membership stating the election date. There will be an oral ballot unless 1 person disagrees then a paper vote will be required to comply with the bylaws.

Next Rebecca Martinez and John Potter demonstrated what their website, Zoomaru™, can offer the Art League in terms of events, exposure and marketing. It was decided to consider the cost at a later date.

Bill Roberts was to present ideas for a logo design and stated he would like some inspiration from other members. Jean Cross and Rhonda Campbell will assist Bill.

**VICE PRESIDENT/MEMBERSHIP:** Mike Daley stated ALL now has 258 members including businesses. Mike passed samples of signs we may choose to give to businesses who show their support for the Art League. Other tangible perks could be considered for early signups and renewals in December - dinner, drawings and private tours of GMB were mentioned.

Paul announced a request from a member for all members names, addresses, phone numbers and voting status. According to California corporate law we must give any member the information after a request in writing stating the reason this person wants the list. At that point, the Board will decide if the reason falls within the parameters set by state corporate law. The reason must be related to membership status. Since Paul is familiar with KVIE policy he will draft a policy that mirrors theirs. Possibly, we should put a box on the membership application that can be checked if the member does not want mailings from the Art League.

Mike said he spoke with the California Lawyers Assoc. for the Arts regarding the use of the phrase "formerly known as Feats of Clay" in our America's ClayFest event. After 3 years of lack of participation in the Feats of Clay there is a presumption of abandonment, but at this time we will avoid referring to Feats of Clay. Mike sent Calls to Artists to 7 locations and Entrythingy is set to go. Paul is requesting a policy regarding such posting by the next Board meeting.

**TREASURER:** Bill reported our current balance is \$15,758.11

**EXECUTIVE DIRECTOR:** Jean announced Lincoln City Council will decide Tuesday on 580 G Street.

Charlene Pfleuger took 1st place in Calling Back the Salmon. All artist entry fees from the event will go toward the HeArts reception.

Jean shared information on Sac Bee Daily Deals. To publish such, there must be a 50% discount in the ad. This coupon is then published in various areas of the paper including 1/2 page in beginning of the Sunday Art section. The monies received by the paper are

split with the League 50/50 and they mail us a check. The purchaser will contact the League directly regarding the deal.

Jean also mentioned we will have a booth for the Lincoln Boulevard parade on October 20th.

## **COMMITTEE REPORTS**

### **America's ClayFest**

Cathie announced GMB is OK with the Reception date change to April 20, 2013. Catering will be decided next and the cost for party supplies has been submitted. A committee meeting should occur within the next week. Also, the budget items will go to the budget committee next week. Cathie stated we can probably get a lot of the items donated, i.e., tables, that will help keep costs down.

There was a discussion regarding the length of the tours going 4 days instead of 5 and then possibly for 5 weeks. Possibly doing photo tours Saturday and Sunday mornings with art tours at the end of the day.

Mike passed on an idea that business discount coupons in book form be given to patrons.

Mike also stated [callsforartists.com](http://callsforartists.com) would be a value for the cost in the number of people it reaches.

There was clarification of event spelling: ClayFest

### **Performing Arts**

Paul Schechter, Chair of the Performing Arts Committee was not available for his report.

## **UNFINISHED BUSINESS**

President Paul Apfel confirmed that Treasurer Bill Szabo has signature authority to bind the corporation. Paul raised the point here because Treasurer Szabo has recently signed and submitted documents on behalf of our corporation establishing several fictitious business names.

## **NEW BUSINESS**

It is necessary to have on record these minutes describing our fictitious business license. Our application states Art League of Lincoln, also dba America's ClayFest, California ClayFest, Lincoln ClayFest, and ALL4art. This has appeared in the Lincoln News Messenger twice with a total of 6 weeks needed. At that point, the paper work is sent to

the Recorder. There was a motion called and passed to approve the filing of our fictitious business license as stated on the application.

A date, November 13th, 2012, was set for the next members general meeting which will include Board of Director elections. Motion was made and approved to hold the meeting on this date at 7:00 PM at Beerman's 2nd floor. A motion was made and passed to extend the number of sitting members on the Board to 10 as of January 1st, 2013. Paul will recommend the agenda: update, overview and election. This will be the first official general meeting. It was undecided if the Board would meet before or after the general meeting.

Paul mentioned his concern that the Resource Development Committee needs re-alignment and planning since the original plan was not feasible. A Marketing Committee chair is needed and a motion was announced and passed naming Andy McMurtrie as Chair.

Mike stated the California Franchise Board gave the League their rubber stamp on September 25th - it will take 30-60 days to be official.

Jean will meet with the Archives staff to see if there is any available space.

Paul felt we should partner with the library for a show since literary arts are part of our charter. Jean was asked to contact Friends of the Library to coordinate an activity.

Mike talked about the call for volunteers needed at Phoenix School. 4 volunteers will be teaching. Then a discussion ensued regarding lower rates for student memberships.

Paul and Bobbie thought another annual event we could partake in is the annual Umqua Bank show promoted by PAL.

At this point, Paul expressed the need for an Events Committee Chair whose duties would include an awareness of area events in order to avoid conflict and some marketing. Andy McMurtrie noted that she can incorporate this function into her marketing committee efforts. It was also felt Zoomaru™ would assist in these needs.

There was a motion to adjourn and the board unanimously approved at 5:08 pm.

Next regularly scheduled meeting: 1st general membership meeting, Tuesday, November 13, 7:00 PM, Beerman's Restaurant, 2nd floor

Colleen Giorgi for Bobbie Pilliard

Attachments:

- Nominating Committee Letter
- Zoomaru information
- Agenda