

Call to Order/Attendance

Chip Chapman, Mark Chambers, Nancy Goodell, Luci Brantley, Michelle Bonner, Joe Pitti and Vicki Bell

10 a.m. – Meeting with Michelle Bonner

- Farmers Market
 - Marketing of Farmer Market performances will be included on the events cards, the newsletter and on the website.
 - Z-Arts proposes to fund six performances – the opening in May and the first Saturday of each month. The Z-Arts sponsored performances must be scheduled to avoid conflict with the Greek Theater.
- Z-Arts Workshops
 - Workshops are an important element of Z-Arts and can happen in partner with any program.
 - Workshop ideas can come from anywhere – from other workshops, member suggestions and word of mouth.
 - Michelle brought up the idea of offering scholarships for the workshops. This has been offered in the past, but there is no formal written procedure.
 - The idea of using Facebook to provide a more visual presence for Z-Arts was discussed. Michelle used the advertising for the Open Studios Tour by WCAC as an example.
 - Michelle shared a couple of ideas that she is working on for upcoming workshops.
 - A workshop on how to set up Etsy and Facebook accounts geared towards artists who want to promote their work online.
 - A workshop on how to build boxes which artists can use to carry their portfolios in.

Approval of December 5, 2012 Minutes

- A motion was made by Mark to accept the December 5, 2012 minutes, seconded by Nancy, passed.

Old Business

- **Membership Price Restructure – Chip**
 - The proposed membership and annual giving forms were discussed with the following suggestions for changes:
 - Remove the “Benefactor” and “Patron” membership levels.
 - Add a URL line with the “Business” level.
 - Change the heading on the Annual Giving form to “I Want to do More!”
 - Remove the check box for “estate planning or annuities”.
 - Remove the donation amounts and leave a blank line for the donor to fill in the amount they are giving.
 - Combine the forms on one sheet.

- Chip and Vicki will work together to finalize the form for presentation at the next meeting.
 - Joe was concerned about the using the form for his person-to-person “asks” for Gala sponsorships. The donations will be reported to Vicki who will complete the form for the purpose of recordkeeping.
 - Businesses donating \$250 or more for Gala sponsorship will be given two gala tickets as a sponsor comp.
 - Thank you letters to sponsors will reflect their donation minus \$15 for the actual cost of the meal.
 - Gala sponsors will be given credit for their sponsorship in our newsletter, on the website and on the Sponsorship board at the Gala.
- **Grandfathering Lifetime Benefactors – Chip**
 - Lifetime benefactors are: Greg & Valerie Istock, Lisa Zumpft & Tim Killen, Margo Hendrickson & Katherine Matheson, Niles Ritter & Jean Krause, Jeff Sky and Steven & Ruth Parker.
 - Lifetime benefactors will be given Family membership status with all it includes: a quarterly newsletter, discounts on ticketed events and member announcements on Z-Arts weekly email.
 - We will no longer print their names in the quarterly newsletter or give away cost items, i.e. event or Gala tickets.
 - The committee members felt it important to talk personally with each lifetime benefactor prior to implementing this change.
 - Joe will contact the Parkers.
 - Chip will contact Niles and GiGi.
 - Rob will contact Jeff Sky.
 - Nancy will contact Margo and Kathy.
 - Tabled until the February meeting.

New Business

- **Financial Report – Luci**
 - Utah Humanities Council’s overpayment of the FY2012 grant in the amount of \$2,000 has been corrected in the issuance of a “refund” check, and does not affect this year’s budget.
 - Luci was unable to track the reason for the \$500 reported in March 2013 as income for Performing Arts but after discussion the \$500 will remain as a placeholder for a potential event this spring.
 - She reported that Roydan Card was given a pre-payment for his February workshop to enable him to purchase materials. The payment represented only a portion of the workshop fees that were already banked.
 - Nancy cautioned the practice of making pre-payments due to unforeseen cancellations. She recommended that contracts should be signed with

the workshop presenter and include clauses that address how matters will be handled in case of cancellation.

- **Craft Fair Debrief – Luci**

- The net income for the Craft Fair is \$1,830.92. Expenses amounted to \$68.82 for printing.
- Next year we need to let the vendors know about the Wi-Fi situation in the CCC building. It is available through the Library but the reception can be poor.
- Michelle and Eric have offered to create a template of the performance room showing the placement of booths.
- In order to give Luci some breaks during the Fair, we need to recruit an onsite volunteer who can manage in Luci's absence.
 - Luci suggested Michelle depending on her availability around the Thanksgiving holiday. Chip volunteered to be an onsite representative for both days of the Fair.
 - Basic duties would be to oversee the vendors and volunteers.
 - We need to cultivate new volunteers.
- Continue with two opportunity drawings...one to be determined at the close of the Fair and one for the Gala.

- **Gala Debrief – Luci**

- The net income for the Gala is \$4,455.50. When compared to last year's Gala, where we netted \$2,842.26, we did extremely well.
- We ended up with three items for the Opportunity drawing: Zion Adventure's Day Hike, Gail Alger's painting and the weekend package.
- Looking at scheduling "Soul What" for the music and dancing. Music will not begin until after dinner around 7:30 p.m.
- Ticket prices will remain the same.
- Kathy LaFave has offered to cover the cost of the wine and will find additional donors to help with the purchase of a higher quality of wine for the Gala.
- The menu may be geared towards vegetarian, with the serving of only one meat rather than two.

- **Retreat Preparations – Chip**

- Mark will be the facilitator for the retreat.
- Mark will make the necessary preparations. He is planning to review the strategic plan making new goals for the current year and to review the events calendar.

Next Board Meeting: Monday, January 14, 2013 at the CCC, 7 p.m.

Next Executive Board Meeting: Wed., February 6, 2013 at Under the Eaves, 10 a.m.

Retreat: Saturday, February 23, 2013 at the CCC, 10 a.m. – 3 p.m.



Executive Committee Minutes
Under the Eaves Inn
Wednesday, January 9, 2013

Vicki S. Bell
Administrative Assistant

Date of Approval Febr. 20, 2013