

Call to Order/Introductions

Attendance

Mark Chambers, Niles Ritter, Rob Snyder, Charlotte Vaillancourt, Gail Alger, Luci Brantley, Joe Pitti, Chip Chapman, Nancy Goodell, Therese Feinauer, Vicki Bell

Excused: GiGi Krause and Michelle Larsen

Approval of January 14, 2012 Minutes

A correction was noted on page 3 in the Plein Air Partnership paragraph, fourth bullet. The "on" in the last sentence needs to be corrected to "no". **A motion to approve the January 14, 2013 minutes as corrected was made by Joe, seconded by Nancy, and passed unanimously.**

OLD BUSINESS

Update from Executive Committee Meetings – Chip

- **Meetings with Program Chairs**

The Executive Committee met with chairs and co-chairs in January and we have some exciting ideas for the coming year. Chip encouraged everyone to read the minutes from the program meetings that were emailed to you earlier.

- **Arts to Zion**

Chip briefly recapped the experience with Bobbie Wan-kier of Arts to Zion. It was a last minute request and there wasn't a huge turnout. Mark reminded us that Z-Arts made the determination to no longer hold open studios, as there was just no interest from the artists, except for one. It must be made clear to Bobbie Wan-Kier that we are not interested in participating in the Arts to Zion event in forthcoming years. Mark will follow up with Julie to make sure that she is apprised of this decision.

- **Grandfathering Lifetime Benefactors**

All of the lifetime benefactors have now been notified except Steve and Ruth Parker. **A motion was made by Joe to convert the lifetime benefactors to family membership status for life to include discounts to Z-Arts events, newsletters and member announcements, seconded by Luci, passed.**

- **Loving UT Giving UT**

Chip gave a brief summary of the program that is planned for March 22, 2013. It is a lot of work and has too many hurdles for us to participate for such a small payback.

- **Other**

Mark reminded the Board Members that they will receive a brief report of the proceeding Executive Committee meeting(s) at our Board meetings and that the minutes will be posted on the website once they are approved.

Approval of New Membership Form – Chip

This proposed membership form is not only a membership form but also an invitation for additional giving and spells out what exactly is offered with

membership. **Mark made a motion to adopt the new membership form, seconded by Nancy, passed.**

- Niles will update the membership page on the website to reflect the new form.

NEW BUSINESS

Farmers Market Proposal – Chip

- The Farmers Market Board submitted a request asking for financial support for their weekly musicians again for the 2013 season.
- In response, we proposed that Z-Arts would sponsor the music for the opening weekend and the music for the first Saturday of each following month. The performers would be paid \$100 per performance for a total cost of \$600.
- In reviewing the grant criteria for Utah Arts and Museums (UAM) and Westaf, Mark indicated that their criteria makes it very clear that the music must be the primary purpose. We need to cognizant as we re-grant funds that they are for performance based events. The music offered at the Farmers Market is not the primary purpose of the Farmers Market and is not a strong fit for how our funders – UAM and Westaf – want their money spent.
- The response from the Farmers Market Board indicated that they are not comfortable with Z-Arts proposal and want to remain consistent with what they have done in the past.
- There is still \$300 in this year's budget from last year's award that will be honored. Our response back to them will be that they can either use the \$300 for a "kick off" performance on the opening weekend or they can use the funds as they have in the past. Looking at the 2013-14 season, Z-Arts will propose to fund only \$300 for a "kick off" performance on the opening weekend. **Mark made a motion that the Performing Arts Chair present the above proposal – a "kick off" performance or use the funds as they have in the past - to the Farmers Market Board, seconded by Therese, and passed unanimously.**

Literary Writing Contest – Therese & Niles

- The proposal for the literary writing contest submitted by Therese and Niles is exciting and Niles has set up a mechanism to make it happen.
- Chip volunteered to be responsible for receiving and organizing the entries into the appropriate category. He will strip off the cover page thus keeping the names of the submitters "blind" for the judges. Entries will then be forwarded to the appropriate drop box for that category where judges can read the submissions by category.
- Submittals can be forwarded to the office computer as a backup.
- Winning entries will be published on the website rather than having to print them in full in the newsletter.
- Perhaps we can look at partnering with the Town of Springdale and their effort to encourage writers to share their experiences of living in Springdale.
- Niles will post the contest on the website and Vicki will email it out in March. The awards ceremony will be held in June.

- The literary budget along with the \$500 donation from Form Tomorrow more than covers the \$875 needed for prizes.

Financial Report – Luci

- **FY14 Budget Requests**
 - It is time to submit program budget requests for FY 2013-14. Luci will provide the amounts spent for FY2011-12 and FY2012-13 respectively for each program chair.
 - As you consider your plans for the coming year do not hesitate to throw your ideas out on the table. Luci asked that the budget requests be broken down by month or at least quarterly.
 - The deadline for budget requests is March 15. Send your requests to Luci by email. Mark and Luci are both willing to meet with you if you need help.
- **Budget is posted on Website for your Review**
 - If you haven't received a password to access the "Board Member Only" section of the website, contact Nancy for your login. Luci will post the monthly financial reports on the website.
 - Luci will write notes on the reports noting any significant changes.
 - The net YTD income is \$6,220.
 - The financial report is continually being improved upon by expanding categories to make things clearer.

Mountain West Arts Conference - Chip

- The conference is May 2 in West Valley City. Chip is attending as a condition of a scholarship he received to attend an earlier conference. If you are interested in attending, contact Chip.

Recent Events

- 1/8 thru 2/16/13 Gallery Show "Volume, Negative Space & Surface Design" featuring Barbara Ellard – CCC Gallery. Free. **Attendance Rolling**
- 1/11/13 (Friday) Artist Reception for Barbara Ellard – CCC, 5:30 p.m. Free **Attendance 60**
- 2/1 thru 2/3/13 (Friday thru Sunday) Woodcut & Relief Printmaking Workshop with Royden Card – CCC. Z-Arts members \$185 / Non-members \$200 **Attendance 9**
- 2/8/13 (Friday) Film Presentation "Up Heartbreak Hill" – CCC, 7:00 p.m. Free **Attendance 18**
- 2/19 – 3/30/13 Gallery Show "Visions of Africa" featuring Cynthia Tuthill – CCC Gallery. Free. **Attendance Rolling**
- 2/26/13 (Saturday) "Conservation Activism in Africa" with Michael McBride – CCC, 7:00 p.m. Free **Attendance 30**

RETREAT

Successes, Strengths and Accomplishments

Greek Theatre – Audience, financially, and weather
Joy to the World – Soul What performance
Gala – Doubled our income with less people
Gallery Shows
Musical Festival – Z-Arts Stage
Town Partnership – Attending Council meetings and Z-Arts serves on the Arts Advisory Committee for the Town.
Succession Plan is Working
Website – Beautiful
New Logo
Writing Competition with Form Tomorrow
The Mission Statement and Strategic Plan are used to guide decision-making
Business Sponsorships
Arts and Crafts Fair - Continues to be a success
Treasurer transition and structuring of new reports
Newsletters and Scott volunteering as the graphics artist
Fiscally Responsible

2013 Goals

1. Improve workshop planning, implementation, etc.
2. Create a list of Z-Arts Library DVD's for website and improved knowledge of the collections existence.
3. Develop Visual Arts guidelines for CCC gallery displays and artist involvement.
4. Finish Procedure Manuals - Needs to be formatted for consistency*.
5. Provide logons and training for Board members to access the website.
6. Develop event evaluations - Perhaps according to type of event – Keep it simple.
7. Develop guidelines and criteria for re-granting funds.
8. Improve membership recruitment – Recruit members and put out the donation box at all events.
9. Develop a vendor layout for Arts and Crafts Fair.
10. Plan more events outside of the Community Center – Satellite venues.
11. First – Do no harm.
12. Keep things fun.
13. Keep all changes transparent.
14. Create a narrative or short introduction to Z-Arts on the website.
15. More public presence - secure a booth at Earth Day and music festival.
16. Paint the display stands.
17. Fill the remaining board co-chair positions and find a candidate for the President-Elect position.
18. Update the procedure book to include electronic procedures.

*Start the procedure manuals with a vision and what we want to accomplish, provide the steps on how it will be accomplished and the necessary forms.

Review of Events Calendar

Humanities, Performing Arts, Literary, Film, Visual Arts

July – 2013

1 to Aug 3 – Gallery Exhibit

12 – Film Presentation

August - 2013

9 to Sep 13 – Community Annual Juried Show

September – 2013

6 – Film Presentation

14 - Oedipus Greek Theatre @ \$2000

17 to Oct 26 – Gallery Exhibit

27 -28 Zion Canyon Music Festival @ \$1000*

Newsletter

*Lisa Zumpft was instrumental in helping the Town of Springdale apply for and receive a Westaf Independent Music Grant. The grant sponsors 10 musicians from whom the Town can select a musician who will perform for the festival and provide an artist outreach. The committee selected Ian Cook who is a cellist and sings. However, the Town is thinking of either pulling out of the grant or passing the artist to Z-Arts because the rest of the music booked for the festival is bluegrass. There is concern that this could reflect badly on Z-Arts and our relationship with Westaf. Joe has Soul What secured for the festival. He still needs to decide if he wants to include Ian Cook as a festival participant or schedule Ian for a separate concert in the CCC. His options at this point is to schedule four musicians - 2 each day or schedule three musicians - 1 on Friday and 2 on Saturday.

Oct - 2013

13 – Humanities Lecture

29 to Dec – Gallery Exhibit

Workshop – Water Coloring

Nov – 2013

1 – Film Presentation

13 – Humanities Lecture

29 – 30 Crafts Fair

30 - Joy to the World Tree Lighting @ \$250

Plein Air *

*Our first proposal to partner with ZNHA during Plein Air was denied. Gail is considering on doing a photography show in the gallery of Zion photos. A call for submissions will be posted for local amateur photographers in Washington County. Preference will be given first to Z-Arts members. Then if we don't receive enough applicants it will be opened to Springdale, Rockville and Virgin residents and lastly to residents of Washington County. Each photographer selected will be able to show 4-5 pieces.

Dec - 2013

6 – Annual Gala w/Soul What @ \$500

14 - Joy to the World Light Parade @ \$250

Dec to Jan – Gallery Exhibit

Newsletter

Jan – 2014

3rd Film Presentation

Jan to Feb – Gallery Exhibit

Classical Performance w/Michael Lucarelli - \$500

Winter Chamber Music Sampler - Joe is still talking with Tuacahn

Feb – 2014

14 – Humanities Lecture

Feb to Mar – Gallery Exhibit

Classical Music (Block Booking) - \$3100 (Westaf /Onstage)

Mar – 2014

7 – Film Presentation

14 – Humanities Lecture

Mar to Apr – Gallery Exhibit

Jazz/Folk (Blue Gate) @ \$500

Opening of Writing Competition

Newsletter

Apr – 2014

Apr to May – Gallery Exhibit

Humanities Community Dinner

Flute School

May – 2014

2 – Film Presentation

May to June – Gallery Exhibit

Writing Workshop - Literary

June – 2014

June to July – Gallery Exhibit

Writing Competition Awards Ceremony

Newsletter

Review Strategic Plan

- Correct the Mission Statement and remove exclamation points throughout the document.
- Reviewed the five-year vision – pg. 5.
- Reviewed 2012-13 Goals & Objectives
 - Objectives completed –
 - Training of Program Chairs - Ongoing
 - Budget Planning and Training - Ongoing
 - Grant Calendar
 - Electronic Payment System (PayPal)
 - Developed a New Membership Form
 - Objectives to be continued –
 - Event Evaluations
 - Finish Procedure Manuals
 - Objectives to be taken “off the board”
 - Find a Volunteer Coordinator
 - 35th Anniversary

Adjourned 2:15 pm.

Next Executive Committee Meeting: Wednesday, April 3, 2013 at 10 am at the Under the Eaves B&B – There will be no meeting in March.

Next Board Meeting: Monday, April 8, 2013 at 7:00 p.m. in the CCC.

Vicki S. Bell

Date of Approval April 8, 2013

Administrative Assistant