

Attendance

Chip Chapman, Nancy Goodell, Luci Brantley, Carol Bold

Guests: Joe Pitti

VISUAL ARTS CHAIR MEETING with Carol Bold, Chair

- Current & Upcoming Exhibits: Carol will notify Julie Hancock & Rob Snyder regarding the "take down" of the high school exhibit on Jan 21. Carol & Gail Alger will hang the Valerie Orlemann show on the 22nd. Carol will discuss the possibility of a reception with Valerie & schedule with Julie, making sure the event is listed on all of the event calendars: two on the Town website, Zion Canyon Community calendar, and our website calendar. Carol will also write a short descriptive paragraph on the Orlemann show for posting to web and Vicki's weekly event schedule.
- Joe suggested that a consistent day and time be set for the hanging, reception, and take down of exhibits if possible.
- Display of work in the CCC gallery was discussed: "curator-style" hanging vs. aesthetically pleasing placement within the space; lower impact rail (hanging system) that will solve the current problem of having the pictures angle (fall forward) away from the wall. Solutions require approval of the Town of Springdale. Chip is willing to research and contribute financially to help correct the problem. Tabled for further discussion.
- Artist Receptions: Scheduled and set up by the VA chair on a case-by-case basis, depending on the whim of the artist. Possibility of serving wine was brought up and was tabled for a broader discussion with the board. Chip suggested that an earlier, before-dinner time might be preferable, as well as limiting the reception to one hour. Food items will be a decision between the VA chair and artist, with a \$20 per reception budget allowance. Joe suggested approaching Sol Foods for a \$25 sponsorship per show. They provide food; we provide advertising. Joe will discuss with the Gregoric's.
- Annual Juried Show: Set for August. Call for submissions in March, but Carol will check with Gail to confirm and set the schedule. An honorarium or other compensation for the judges was discussed. Joe offered housing at Under the Eaves; \$100 was spent in 2013 for a judge's luncheon. Tabled for further discussion.
- Photography Exhibit during Plein Air Week: Royden Card has already been scheduled in the gallery space at that time and cannot be rescheduled. VA Chair & board will discuss other options for supporting/participating in Plein Air week.
- Carol needs a set of keys for the CCC & training on audio/visual equipment and opening/closing procedures (Julie).

The Visual Arts Chair Meeting closed at 11 am; Carol is no longer in attendance.

EXECUTIVE COMMITTEE MEETING

Approval of December 4, 2013 Executive Committee Minutes will be postponed until the February Executive Committee Meeting.

OLD BUSINESS

Gala Debrief – Luci

- There were a total of 82 people attending. Nine sponsors gave \$3,100, not including an additional \$300 that Joe will collect from Zion Outdoor. Dave Pettit & Louise Excell's sponsorship is also not included, as the grant received on their behalf specified a different purpose. This funding was placed under grants. The gala netted \$5,043.23. Final report will be complete after collection of Zion Outdoor's sponsorship.
- Wine: Wine purchase and buyback was discussed. It was suggested that wine purchase be made directly by Z-Arts; wine inventory confirmed at beginning of event; empties be returned to Z-Arts, and a final inventory count at the end of the event, with opportunity for buyback by Z-Arts member/members.
- Switchback Grille Tip: It was determined that a tip has been included in the invoiced \$17 per meal price. This year, an additional tip of \$200 was given. This is a one-time tip, and does not set a precedent for tipping in future events.
- Gala accounting includes business sponsorships (membership) in income, and as such, boosts the gala income by that amount. Memberships are still included in "memberships," but by classifying them as "gala," they appear on the gala report. The question was raised as to whether or not we wish to continue this practice and will be discussed further.
- Feedback from guests has been mostly positive. Food was greatly improved, although there was a shortage of salmon at the end. The music was well received. Re-booking the band *Soul What?! for* next year was discussed, but no action was taken.

Overview of Survey Results - Nancy

- There were 91 respondents, including 31 non-members. Eight people requested follow-up from the board; Nancy will respond; however, if Chip would like to respond, Nancy asked that he coordinate with her first to provide a unified presidential response. Nancy provided access code to view surveys. Positives outweighed the negatives. Among the negatives were comments such as: small audiences, marketing & advertising of the craft fair, and lack of music support for the Farmers Market. Further details will provide guidance at the retreat. Nancy **MOVED** to remove the survey from the website, Chip **SECONDED**, motion passed unanimously.

NEW BUSINESS

Upcoming Performances - Joe

- Nancy Guardabascio (NG-2) will serve as the interim performing arts chair, and Joe will continue to serve with her until a new chair is elected. He will attend the chair meeting with NG-2 in February.
- Elixir of Love: Utah Opera production on Feb. 7. No charge, but a \$5 suggested donation may be collected for performers with a cap of \$200 - any money collected over that amount will be donated to Z-Arts. No contract exists; we only have an informal verbal agreement only between Joe and Opera. The company is able to do this performance at no charge, as it fulfills a grant obligation to provide outreach. Z-Arts will pay \$50 for gas expense.
- IMAX theater in Springdale: Pat Cluff is working with the theater owners on a possible collaboration to bring "Live from Lincoln Center" broadcasts to IMAX.
- Brad Richter and Thomas Pandolfi: Flyers need to be created and posted. Richter is giving Z-Arts a donation of \$800 to compensate for the changes to his program.
- Springdale Elementary: Richter and Pandolfi will both present outreach programs for students. The upright piano at the school is in poor condition; a suggestion was made to have students travel to the CCC for outreach, or to approach the community about getting a piano donated to the school.
- Utah Arts & Museums has stated that arts organizations will be allowed only one grant per year. Mark & Joe plan to visit Jason Bowcutt in February to make an appeal that will allow Z-Arts to receive its two annual grants. However, event planning should be made on the presumption that the smaller grant may not be awarded. Joe suggested that funding for the Music Festival be discontinued to offset the lack of funding. The Music Festival will charge concertgoers next year.
- Mesa Project: The parcel of land above the water tower off of Lion Blvd. is planned for housing a short-term residency program for artists. The focus is on writing and visual arts. Mark is a director on the Mesa Project board. The project is close to meeting its financial goal.

50/50 Partnership - Chip

- Chip has suggested that Z-Arts pursue the idea of campaigning for targeted funds based on the needs of the organization (which is allowable under our current bylaws), or as a way to unite and motivate people to obtain funding for what they are passionate about. This idea will be discussed further at the board retreat.

Amazon Smile - Chip

- Vicki is waiting for Amazon to complete the Z-Arts account. The account allows a buyer to select Z-Arts as a charity to support, and .5% of the sale price will be donated to Z-Arts. Promotion must be carefully worded so that regular membership and support of local businesses will not erode.

Financial Report - Luci

- Luci reported that, at this halfway point in our fiscal year, we have already received \$23,550 of our total annual budgeted income of \$29,493.

- Gala income/expenses were explained as they appear on the second quarter report.
- Final expenses have been paid for the craft fair; report is final with a net gain of \$2,553.24.
- Cash balance is \$28,521 as of 12/31/13.

Board Retreat - Nancy

- The location of the retreat will be at the home of Nancy Goodell.
- Nancy proposed getting an outside facilitator, and suggested candidates that have the skills/experience to do so. First choice is Elise Mortensen-West; others to ask are: Diane McBride, Steve Parker, and Dale Catten. Another option is to check Utah Nonprofits for a listing of facilitators. The facilitator may require a small fee, or dinner.
- Agenda thus far includes survey results, a review and critique of 2013's goals; establish goals for 2014, and the level of board assistance regarding each chair's annual budget & event planning.

Chair meetings will continue this Friday with Gigi for humanities, Niles for literary, and Rob & Sarah for film. (Jason is unable to attend the film meeting.)

Full Board Meeting: Due to a lack of agenda items, the Executive Committee will determine on Friday if a full board meeting is necessary on Monday, Jan. 13.

ADJOURNMENT

Meeting adjourned at 1:32 pm.

Vicki S. Bell
Administrative Assistant

Date of Approval February 12, 2014