

Call to Order/Attendance

Nancy Goodell, Luci Brantley, Nancy Goodell, Chip Chapman and Vicki Bell

Approval of the May 7, 2014 Executive Committee Minutes

- There were four (4) corrections noted: 1) under attendance the spelling of Sarah Jeffries's last name should be Jeffery's; 2) third bullet under "lecture presentations" change changing to charging; 3) third bullet under "Writing Contest" insert "cash" before "prizes"; 4) second bullet under Visual Arts there is not an apostrophe in "see's".
- Nancy Guardabascio **MOVED** to accept the May 7, 2014 minutes with the above corrections. Chip **SECONDED** the motion. The motion passed unanimously.
- **Visual Arts Juried Show – Nancy Goodell**
 - **Application updated for website?**
 - **Using the Same Web Banner as last 2 years**
 - Nancy Goodell is now in receipt of the application for the Juried Show and will put both the banner and application on the website.
 - Carol was able to find some local judges for the show – J. Brad Holt from Cedar City and K. Deb Worrell from Kayenta. The theme of the show is "Flow".
- **Film "Ramona" - Nancy Goodell**
 - **Discussion and approval of advertising/promotion including website/newsletter/flyer and banner art**
 - **Z-Arts ticket distribution plan**
 - Nancy Guardabascio reported that we now have copies of the contracts for both the pianist and the lecturer.
 - Both will be staying at the Zion Park Inn and Michael Plyler will be paying the cost.
 - Michael is having a total of 140 tickets printed. September 26th is the date the tickets will be released for reservation. The tickets are for the community whether they are a Z-Arts member or a park employee.
 - Z-Arts members will be given advance notice of the ticket release by an email blast.
 - Nancy Goodell wants to be sure that the website banner is coordinated with the newsletter.
- **Film "Wrenched" - Nancy Goodell**
 - **Discussion about budget and identifying all contractual elements, getting agreements signed, panel considerations**
 - Jason was invited to come to the Executive Committee meeting, but did not attend.
 - Nancy supplied the committee members with a report outlining the specifics of the film event. Nancy has spoken with Betty at the Zion Canyon Big Screen Theater and supplied a few scenarios for the outcome of the showing. Betty has agreed to provide the facility for a one-time cost of \$200 for overhead. The Theatre will retain all revenue from concessions.

- Sarah was able to negotiate an amount for gas reimbursement for ML Lincoln at approximately 25 cents per mile.
- ML Lincoln has suggested that in lieu of the \$500 director fee that she would accept a 1-year membership and subscription to *Sojourns* – there is a possibility Michael Plyler might gift this. She is also asking for 50% of the ticket sales.
- Nancy Goodell will be supplying the lodging for M Lincoln and there has been no agreement to pay per diem.
- Sarah has suggested selling the tickets at the door. Nancy Goodell suggests we do advanced ticket sales.
- Tickets should be non-refundable, but can be transferrable. Chip suggested that the tickets be priced at \$5 and \$10. He also suggested that the check be written today for the Zion Canyon Big Screen Theater to hold the date.
- After discussion it was settled that advance tickets will be \$7.00 and \$10 at the door.
- There is a possibility to get sponsors to help offset some of the costs. Nancy Goodell will talk with Julie McKown, Larry McKown, Steve and Ruth Parker and Michael Plyler. Luci agreed to ask Peter Stempel Sponsors will be given “comp” tickets.
- It was suggested that we get sponsors to help sell the tickets – they buy the tickets up front and then sell them. It was questioned whether they would, in fact, make the effort to sell the tickets.
- Tickets will be available through the office. Nancy Goodell will work with Sol Foods to see if they will be willing to sell tickets at their customer service desk. Board members can also sell tickets.
- There was a suggestion that maybe the Brew Pub could hold a Wrenched party prior to the showing.
- Nancy Goodell, with the help of Nancy Guardabascio, will get the contracts drawn up upon Board approval.
- Jason will be asked to help with the publicity.
- It was suggested that prior to the showing, the Library could do a display of the books *Desert Solitaire* and the *Monkey Wrench Gang*. Nancy Goodell will also check with Sol Foods about a book display.
- Nancy Goodell will ask for an exclusive contract for showing the film in Washington County.
- Chip **MOVED** to adopt this project knowing it is a work in progress as well as the proposed budgets outlined in the report adding an additional \$150 for printing and ticket costs. Nancy Guardabascio **SECONDED** the motion. The motion passed unanimously.
- It was agreed to pay the theatre now to hold the date.
- Contracts should include a clause in case the event gets cancelled.

- **Film Event with Hal Cannon (Early December) - Nancy Goodell**
 - **Southern Folklife Festival filmed in Zion in the 70's**
 - **Possible performance by Hal/3 Hats Trio at the film event**
 - Nancy Goodell reported that this is just a heads up for the board. She is not aware if there will be a cost involved. She has cautioned Sarah to be aware of the Gala date to avoid any conflicts.
- **Performance with Hal Cannon (Late January) - Nancy Goodell**
 - **NPR short music features at CCC**
 - Nancy Goodell just wanted to let the committee know that we may be engaging in a potential activity with Hal Cannon. She is not aware if there will be costs involved.
- **Performance – Greek Theatre Update – Nancy Guardabascio/Joe**
 - Joe has been in communication with Hurricane High School.
 - Nancy Goodell asked Vicki to follow up with Joe about the contract for the OC Tanner amphitheatre.
 - Joe has secured six rooms from the Cliff Rose for the performers. Nancy Guardabascio has talked with the Quality Inn and they are considering providing some rooms.
 - Nancy Guardabascio has begun making a list of hotels, B&B's and private rooms that are available in Springdale.
 - Vicki will prepare a draft of the Greek Theatre ticket.
 - High school students will be free with student ID. Nancy Goodell will make the necessary corrections on the website.
- **Humanities – Status Update on Fall HistoriOdyssey Dates and Events - Nancy Goodell**
 - Nancy is helping Gigi with preparations.
 - Springdale's walk is scheduled for November 8; Virgin's date is being moved into October; and Rockville's will be in October in conjunction with Rockville Daze.
- **Literary – Reimbursement for Writing Contest Expenses and Discussion about Budget Approvals with Chairs - Nancy Goodell**
 - Niles has been reimbursed for food and flower expenses incurred for the Awards Ceremony. He also submitted expenses to upgrade the prizes – journals, certificates, etc.
 - Luci shared the budget procedure for Program Chairs.
 - It was suggested that a Task Force – Chip, Nancy Guardabascio and Vicki – be created to finalize the program handbooks specific for each discipline.
 - Luci suggested having a "writing party" to finish the handbook.
- **Fundraising – Strategy for asking for Targeted Money/Sponsorships (writing contest, "Wrenched", Gala) - Nancy Goodell**
 - If Program Chairs are encouraged to ask for donor funds, It is important to make sure that the person is capable of making the "ask"; must be aware of the chairs personality.

- Joe has suggested that the Gala “ask” be done in September. He has made it known that he doesn’t want to do the “ask” this year.
- Vicki will email a list of last year’s Gala donors to the Executive Committee.
- **Annual Appeal/Membership**
 - Vicki will send last year’s letter to Nancy Guardabascio for review.
 - It was suggested to keep the letter as a membership drive and ask for donations.
 - Personalize the letters with each member’s renewal date.
- **Board Member Succession Planning - Nancy Goodell/Chip Chapman**
 - **Strategy for recruiting new Board Members**
 - **Current Board Members, titles and terms**
 - It was verified that Sarah is planning to step down as film co-chair in Dec. 2014. There is a possibility that Carol may also be stepping down as visual arts chair in Dec. 2014.
 - In reviewing board members term limits, it was noted that both Luci’s and Gigi’s terms have expired. They will need to be voted in for new terms at the next board meeting.
 - Co-chairs are not really being used to their full potential by Chairs. Need to look at better transition procedures.
 - It was suggested to ask Laura to send information about the Z-Arts vacancies to the book club members.
- **Z-Arts Travel Reimbursement Policy Review – Chip Chapman**
 - Chip researched and found that the per diem for Springdale is \$46, which is what is reflected on the policy.
 - After discussion it was agreed to change the “Automobile Mileage” from 1-1/2 times the cost of gasoline to \$0.20 per mile. Performers that we contract with can negotiate their reimbursement and this should be added to the policy.
 - Under “Registration Fees” the sentence needs to be re-worded to read “If time allows, the registration fee should be paid directly by the Z-Arts treasurer in advance.
 - Vicki will redraft the Travel Reimbursement Policy with the above changes.
- **Food and Flowers Policy Proposal – Chip Chapman**
 - Chip shared a draft of “Food, Flowers and Frugality Guidelines” for the committee to review and suggest any changes.
 - The goal is to provide guidance for the program chairs.
- **Financial Report for April– Luci**
 - Reviewed the financial report for May 2014. Reported that for the month that the budget was overspent by \$533; however for the year we are in the black by \$1,659.

- **Newsletter Update – Luci**
 - Luci expressed concerns about the newsletter and after discussion it was agreed the newsletter still provides a source of publicity for Z-Arts and local artists.
 - Suggestions were made for Luci to communicate with the chairs earlier and give herself more lead-time. It was also suggested that each president could work with chairs to help get the articles completed.
 - What is published in the newsletter needs to be consistent with what is published on the website.
 - It was suggested that Greer Chesher be asked to write about the film *Wrenched*.
 - It is important that Chairs know that they are required to advertise or supply information for advertising for flyers, Facebook, the newsletter, and the website. Dropbox is a useful tool to share event information. If they are supplying pictures, they must be high-resolution pictures.
- **Prepare Agenda for Board Meeting – Nancy Goodell/Vicki**
- **Adjourned** – Meeting adjourned at 1:30 pm.

Next Board Meeting: Monday, June 9, 2014 in the Boardroom at the Springdale Town Hall, 7:00pm

Next Executive Committee Meeting: Wednesday, July 9, 2014 at Nancy Goodell's Home, 10:00am

Vicki S. Bell
Administrative Assistant

Date of Approval July 9, 2014