

Call to Order/Attendance

Nancy Goodell, Nancy Guardabascio, Luci Brantley and Vicki Bell. Gigi Krause was welcomed to the meeting as a guest. Nancy Goodell expressed that the Executive Committee is always happy to welcome guests to our meetings.

Approval of the June 4, 2014 Executive Committee Minutes

Luci **MOVED** to approve the June 4, 2014 minutes. Nancy Guardabascio **SECONDED** the motion. Motion passed unanimously.

- **Annual Appeal Letter - Approval and Timing – Nancy Guardabascio**
 - Vicki supplied a draft of the annual appeal letter for review.
 - The labels need to be grouped as 1) members; 2) expired members and 3) others.
 - Nancy Guardabascio suggested that her title be changed to “Performing Arts Co-Chair.”
 - The letters sent to members will be printed with only “I want to do more” section of the membership form on the reverse side. The “Note” will remain on the letter.
 - The letters sent to expired members and others will be printed with the full membership form on the reverse and the “Note” will be removed.
 - Nancy Guardabascio offered to host a wine and cheese for the signing of the letters.
- **Wrenched – Publicity (Tickets, Posters, Social Media, Other Outlets), Discussion and Approvals – Nancy Goodell**
 - The website is live with the *Wrenched* advertisement complete with links to publicize our partners in this endeavor.
 - Nancy Goodell presented a couple to samples for the tickets. It was suggested to make the logo large and move the ticket prices to the blank space if possible. Nancy Goodell will check with the Zion Canyon Big Screen Theatre to see if they have a logo that can be included on the tickets and posters. There will be 350 tickets available and ticket sales should start August 1st.
 - Deep Creek Coffee has agreed to help with pre-sale of the tickets. Luci will provide Deep Creek with 25-50 tickets, a cash box with \$30 in change and a ledger to keep track of the ticket sales. Nancy Goodell and Nancy Guardabascio will be contacts for Deep Creek for ticket refills. Luci will be responsible for picking up the money periodically. Nancy will contact Deep Creek to see if they will be willing to advertise the tickets on their website.
 - Nancy Goodell has a contact that is willing to put up flyers in St. George in outdoor-type places such as the Desert Rat. Posters need to be put up by August 1.
 - Julie Hancock has agreed to organize the panel.
 - Nancy Goodell will contact Brian Passey about doing a review of the film to be included in both the newspaper and on Twitter.

- Nancy Goodell hopes to utilize social media – Face book, etc. – to promote the film and would like Board members to share the posts.
- **HistoriOdyssey Update – Gigi**
 - Gigi is planning on having a map for each walk and shared a sample map that she would like to use as an example. She will include the HistoriOdyssey logo on the front. The same concept will be used for the posters. It was suggested that Gigi contact either Sandy Bell or creativegirl.com about setting up the graphics.
 - It was asked if there was enough funding to have the brochures professionally printed. Gigi explained that two of the leaders have already indicated that they will be donating their stipend back to Z-Arts thus providing the funds needed.
 - The dates for the walks are September 6, Virgin; October 4, Rockville; and November 8, Springdale.
 - Gigi is still working on a lead for a videographer in Virgin. Nancy Goodell also suggested she contact Jake Vanderwerff.
 - Gigi reported that she found an easy and inexpensive way to still do the scavenger hunt for the children. Will continue to research feasibility and cost.
- **Arts & Crafts Fair Committee Report – Luci**
 - The Arts and Craft Fair Task Force met on June 18 with the task of reviewing all the documents in an effort to better inform the vendors and provide them with more realistic expectations.
 - Some of the changes were changing the check-in time to 8:00 a.m., clarifying the volunteer duties, and changes to the vendor survey.
 - Susan Chapman has agreed to do the banners. Nancy Goodell has agreed to get the permit and to put up the banners.
 - We need to make an effort to get volunteers involved in the planning and operation of the Fair. Gigi will contact someone she knows in Virgin about volunteering.
 - Vicki was asked to email the volunteer list to members of the Executive Committee and to place it on Drop Box.
- **Z-Arts Travel Reimbursement Policy Review – Vicki Bell**
 - The committee reviewed the revised travel reimbursement policy and it was suggested that a paragraph be added under the title saying “This is the official policy for Z-Arts volunteers. This is also guidance for reimbursing lecturers, performers and artists. Negotiations that differ from this need to be brought to the board for approval.” Then remove the 2nd paragraph from the Automobile Mileage box.
- **Clarify (for all chair disciplines) the decision tree for adding logos to flyers, and website promotions e.g. CCC, NEA, Utah Division of Arts & Museums on Visual Arts promotions – Nancy**
 - Nancy Goodell asked Vicki to prepare a matrix that can be used by Chairs to ensure that the proper logos are included on all Z-Arts public notices.

- **Pre-Planning for Fall Newsletter; Call for Stories – Luci**
 - The fall issue is scheduled for September 3rd. The deadline for newsletter articles is August 22nd.
 - Luci outlined the newsletter as follows:
 - Feature Story
 - Performing Arts – Ask Niles to write an article on the Greek Theatre addressing why it is performing so early in the morning and ad for the Music Festival. Include a “Save the Date “ for Julian G and the Flamenco.
 - Film – Greer Chesher has agreed to write articles on both Wrenched and Ramona.
 - Visual Arts – An article on the Juried Show “Flow” – Chip?
 - Literary – Ask Niles to help with promoting the film Wrenched on social media sites.
 - Humanities – Gigi will write about the HistoriOdessey.
 - Ads for both the Craft Fair and the Gala
 - Did You Know?
 - President’s Message – Nancy Goodell (?)
 - Letter from the Editor – Luci
 - Back Page – Vicki
- **Financial Report for June – Luci**
 - Luci reported that there was a donation made to Z-Arts from Robin Smith in memory of her father.
 - The fiscal year ended with a net income of \$3,971.
 - Luci passed out Profit and Loss and Balance Sheet reports for the Committee to review.
- **Other –**
 - **Ramona – Gigi**
 - Gigi shared the Jan & Michael (?), former owners of the Red Coyote in Virgin, know an old woman who in her younger years worked in the Hurricane Movie Theater and her favorite movie was Ramona. Jan has mentioned to Gigi that she is planning on bringing her to the movie. Gigi will get the woman’s name for Luci for a possible newsletter article.
 - **Literary – Gigi**
 - Gigi reported that the UHC program “Authors on Main Street” has been cancelled. This has been a good resource to procure literary lecturers.
 - Other resources still available would be to schedule the Utah Poet Laureate and continue the partnership with Danielle Dubrasky. It

Executive Committee Minutes

Nancy Goodell's Home

Wednesday, July 9, 2014

was suggested he might want to work collaboratively with the Park.

- Gigi reported that Niles is still interested in establishing a Writer's Group. However, in order to undertake this endeavor, he would need a co-chair.
- Nancy asked if Niles could do some research to find out with the cancellation of the UHC program if there might be grant monies available for organizations.

○ **Vacation Schedules – Nancy Goodell**

- Nancy Goodell asked Vicki to contact the board members to get their vacation schedules for the remainder of the year. As we are coming up on the busiest part of the Z-Arts year, it would be helpful in scheduling meetings, etc. This information will not be shared.

○ **August 6 Executive Committee Meeting – Nancy Goodell**

- As Nancy Goodell will just be getting back into Town, the August 6th meeting will be held at the home of Nancy Guardabascio.

○ **Gala – Nancy Goodell**

- Nancy Goodell reported that there would be several key people who won't be available to attend the Gala on December 5th and suggested moving the Gala to December 12th.
- Nancy Guardabascio will check with Soul What?! to see if they are available on the 12th.
- Vicki will contact the Switchback to find out if the reservation can be moved to the 12th.
- We need to keep Dale & Patty Catten in the loop.
- There needs to be a discussion on the wine issue. Nancy Goodell asked Vicki to check with the Switchback to see if they would be willing to sell us their wine at cost and the cost of the corkage fee.

○ **Adjournment**

- The meeting adjourned at 12:20 p.m.

Next Board Meeting: Monday, August 11, 2014 in the Boardroom at the Springdale Town Hall, 7:00pm

Next Executive Committee Meeting: Wednesday, August 6, 2014 at Nancy Goodell's Home, 10:00am

Vicki S. Bell

Administrative Assistant

Date of Approval August 6, 2014