

Call to Order/Attendance

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

- **Approval of the November 5, 2014 Executive Committee Minutes**
 - The following corrections were noted on the November 5, 2014 minutes under the Gala Planning Status Report: Bullet 4 – correct the spelling of Gail Alger's name; Bullet 3, second sentence – replace the sentence "Wine will be served in the back room by a bartender." with "Wine will be available for self-service in the back room."; and Bullet 3, first sentence – replace "Z-Arts will reimburse them for the wine consumed." with "the volunteers will be reimbursed for the wine that is consumed." One correction noted under Succession Planning, the first bullet – replace "To date, there were no successes to report." With "No commitments to report."
 - Luci **MOVED** to accept the November 5, 2014 minutes with the above corrections. Nancy Guardabascio **SECONDED** the motion. Motion passed unanimously.
- **Gala Planning Status Report – Nancy and Nancy**
 - Nancy and Nancy will meet one more time with Kristin to finalize plans.
 - Nancy Goodell will provide a written script for announcements.
 - Band will set up at 5:00 pm and Nancy Guardabascio will be there to assist.
 - Current ticket count is 63 persons. The count provided to Kristen was 70 for any last minute shows.
 - Nancy Guardabascio will provide the bid sheets for the auction items and Luci will take care of providing a cash box.
- **2015 Retreat – Nancy Guardabascio**
 - The retreat is scheduled for Saturday, January 31, 2015 at the home of Nancy Guardabascio.
 - No plans for a facilitator this year as the retreat will be more educational-based. Binders will be provided with the By-Laws, strategic plan, and policies. Nancy will assign a committee to update the strategic plan.
 - Create a tag line for Z-Arts that can be included on the business cards and used as a communication tool. What inspires us?
 - Develop two to three achievable goals.
 - Provide an opportunity for program chairs to share their visions and dreams.
 - Luci offered to provide something on budgets and the newsletter to be included in the binder.
- **Craft Fair Debrief – Luci and Chip**
 - There were a total of 27 vendors.
 - Luci reported that the expenses were higher due to the purchase of new banners, the banner holder and a new cleaning person.
 - The fair netted a total of \$1,364.80.
 - Received very positive remarks from the vendor surveys. They were even happy with the advertising efforts.
 - Sharing the Z-Arts table with the Giving Tree volunteers diminished the effectiveness of the Z-Arts promotions. It was discussed about giving them a

- booth at no charge but concerns were expressed about setting a precedent with other community organizations.
- There were complaints that the gallery lights was too low in the hallway. It was suggested that vendors be stationed only in the performance room, which also helps to keep the art in the gallery safe from accidents.
- Deep Creek appeared to have difficulties that affected the needs of the visitors and other vendors. Comments were received about the food offerings not meeting the standard or expectations from the previous year.
- There is a problem with “booth creep” with the outdoor vendor. They ended up spreading out to the size of two booths. We need to consider charging more for that prime spot.
- This year there were a couple of vendors that were questionable about whether their items were handmade. We have always been lax in just accepting vendors as applications are received.
- It was noted there was low attendance from our local vendors and discussed that we need to make a better effort to get them involved.
- Chip will be out of town next Thanksgiving and this was Luci's last year as fair coordinator. Luci has served as the fair coordinator for four years.
- Nancy Guardabascio stated that continuing with the arts and crafts fair is on the condition that we find a new fair coordinator.
- It was suggested that the fair be addressed in the next survey.
- **Financial Report for November – Luci**
 - Luci reported that the revenues for November totaled \$4,314 with expenses of \$3,065 for a net income of \$1,848. The cash balance as of November 30, 2014 is \$31,174. Nancy Guardabascio reminded us the importance of keeping an appropriate reserve balance. She asked Luci to provide her a projection of what the balance will be at the end of the fiscal year.
 - Luci reported that Michael Plyler of ZCFI had contacted her to let her know that he has grant funds remaining from the *Ramona* event. He will be sending us a check for \$631.00 to reimburse us for our expenses.
 - Nancy Guardabascio reported that the volunteer rate used in the humanities grant was \$17.00. It was discussed that the balance remaining in the grant must be used in accordance with the grant. It was suggested that the monies should be paid to the Virgin and Rockville guides and they can do with the funds as they please.
 - Nancy Guardabascio will review the grant and then talk with Gigi about possible options.
- **Other – Nancy Goodell**
 - No other
- **Adjournment at 11:40 a.m.**

Next Board Meeting/Retreat: Saturday, January 31, 2015 at Nancy Guardabascio's Home, 10:00am

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



Executive Committee Minutes
Nancy Goodell's Home
Wednesday, December 10, 2014

Vicki S. Bell
Administrative Assistant

Date of Approval January 14, 2015