

Call to Order/Introductions

Attendance

Niles Ritter, Nancy Goodell, Joe Pitti, Chip Chapman, Therese Feinauer, Rob Snyder, Mark Chambers, Vicki Bell, GiGi Krause, Luci Brantley

Approval of November 12, 2012 Minutes

Mark made a motion to approve the November 12, 2012 minutes, seconded by Nancy, and passed.

OLD BUSINESS

Update from Executive Committee Meetings - Chip

• Synopsis of Meetings with Program Chairs

- The Executive Committee met with each program chair to discuss the status of their budgets and their proposals for the coming year.
- Chip reminded the program chairs to bring their ideas and proposals, even those budget busting ideas, to the committee for consideration.
- There were great ideas discussed during these meetings that spread excitement to the committee members and we hope that excitement will continue on with the Board members and the Z-Arts community at large.
- Chairs need to tap into the synergy that exists within our disciplines and look at new and exciting ways to partner with each other, as well as outside groups.
- Chip would like to meet with the Chairs again in six months.

• Grandfathering Lifetime Benefactors

- Chip reported that we are getting close to finalizing new membership forms.
- The membership structure being proposed will do away with the lifetime benefactor category and eliminate all the incentive items.
- It is proposed to give the lifetime members "Family" membership and all that includes for the remainder of their lifetimes.
- The Executive Committee will be contacting our lifetime members personally to make them aware of this proposal.
- Chip and Vicki will work together to finalize the form for presentation to the Executive Committee on February 20th.

NEW BUSINESS

• Mission Statement Revision – Joe

- Joe proposed that the Mission Statement be changed to identify the Zion Canyon Community as "Zion Canyon communities of Springdale, Rockville and Virgin."
- This change will put a better focus on where we serve, it will give us guidance, and validate to the community who we are. It will also strengthen our grant proposals.
- Joe made a motion to amend the Z-Arts Mission Statement as proposed above, seconded by Luci, and passed.

- **Workshops – Michelle**
 - Michelle was unable to attend the meeting but wanted to let everyone know that there are still two spots available for the Roydan Card workshop.
- **Humanities – GiGi**
 - GiGi shared some history she found on the Utah Humanities Council's website that outlined how much money the council had to award and the number of grants awarded each year. In looking at the past five years, Z-Arts was a grant recipient every year except for the year we did not make a grant application. In the past three years, Z-Arts has been the only organization awarded grant funds for a lecture series.
 - The Utah Humanities Council is changing their requirements. The council's emphasis will be focused on rural communities. Grant applicants must be able to demonstrate change or improvement in our community through the use of the grant money. GiGi proposed that we change from the lecture series in order to comply with the new requirements.
 - Board members suggested the following:
 - Attend town meetings to find out what their needs or concerns. Springdale is currently working on an ordinance to save the night sky.
 - There are always concerns about water in the Canyon.
 - Consider doing something collaborative with the school.
 - Work with Stempel form.
 - Change the word "lecture" to "forum" and format the meeting to start with the presentation and follow with a dialogue with audience.
 - Draft proposal is due February 1st.
- **Newsletter Assignments – Luci**
 - March 1st is the publish date for the next issue. Luci would like to include events for March, April, and May. The deadline for submissions is February 20th.
 - Feature story on Charlotte – Frank
 - Farmers Market – Joe
 - Cynthia Tuthill's Gallery Show – Self
 - Gail Alger's Gallery Show - Charlotte
 - Springdale Elementary's Gallery Show – Eva
 - Writing Contest – Therese/Niles (Form Tomorrow will not be actively participating this year, but will be donating \$500 towards prizes.)
 - Humanities - GiGi
 - Film – Rob
 - President's Letter – Chip
 - Editors Letter – Luci
 - Facebook – Nancy
 - The newsletter is our best marketing tool and is an expression of our organization.
 - We want to encourage people, our audience, to bring their ideas to the Program Chairs.

- Our funders and potential performers are looking and getting their first perception of the organization from our website.
- **Financial Report – Luci**
 - All financial information is posted on the website. Contact Luci if you need a password for the website.
 - Luci passed out two spreadsheets – one reflecting the budget and expenditures for the first quarter and the second reflecting the budget and expenditures for the second quarter.
 - Luci reported that we are on track. We have had no unexpected expenses.
 - She gave an explanation of the overpayment by the Utah Humanities Council that has now been corrected by the issuance of a “refund” check that does not affect this year’s budget as the payment was from the cash reserves.
- **Arts and Crafts Fair Debrief**
 - The final accounting for the fair shows we had 24 vendors, expenses of \$99 and we netted \$1710.
 - The feedback from the vendors was that they had more sales this year.
 - In preparation for next year, a template will be created of the performance room showing the placement of booths. As vendors are accepted, they will be assigned a booth and given a copy of the map.
 - We need to provide the vendors with information regarding the poor reception of the Wi-Fi in the CCC building.
 - And we need to be cognizant, to the best of our ability, of who we are selecting as vendors to avoid conflicts.
- **Gala Fundraiser Debrief**
 - Luci reported that the net income for this year’s Gala is \$4,455.50. When compared to last year’s Gala, where we netted \$2,842.26, we did extremely well.
 - The increase in this year’s income can be attributed to the increase in sponsors and decrease in expenses.
 - Changes for next year’s Gala scheduled for Friday, December 6th – We will hire a band but there will be no music during the cocktail hour or dinner.
 - Negotiations are underway to hire the band “Soul What” who will provide music for dancing once the dinner is over. They are a rhythm and blues band.
- **Plein Air Partnership – Chip**
 - We are considering a new partnership opportunity with the Park.
 - We are submitting a proposal, to explore with their group, of holding a week-long Gallery Show displaying one painting from each of the plein air painters.
 - We would include a bio of each of the artists, a schedule of Plein Air events, and an introduction to Z-Arts.
 - We will also be proposing a reception for the artists on the opening night to be held at the CCC. It will need to be made clear that there will be no selling of art from the CCC.
 - Gail and Charlotte are spearheading the writing of the proposal.

- **Facebook – Nancy**
 - Nancy expressed that she is willing to manage the Z-Arts Facebook page.
 - Facebook provides a visual component that is great for marketing. It will be a great tool to allow for feedback and comments, to post pictures of events, etc.
 - Nancy will be responsible for monitoring the site to prevent personal posts.
- **Retreat – Saturday, February 23, 2013**
Bring your favorite potluck dish, plate & utensils and your drink.
 - To be held here at the CCC from 10 a.m. – 3 pm. Mark will facilitate and is planning to work on next year's calendar and setting goals.

Membership Report

Category	January, 2013	October, 2012	November, 2011
Supporting Single	46	48	52
Supporting Family	37	35	45
Enthusiast	2	2	5
Patron	4	4	7
Business	21	23	18
Benefactor	3	3	
Founder	3	3	3
Lifetime Individual	1	1	1
Lifetime Family	3	3	3
Lifetime Benefactor	3	3	2
Totals	123	125	

Volunteer Report

Category	January, 2013	October, 2012	November, 2011
Regular Hours	920	659	437
Professional Hours	37	24	120.5
Miles	1683.5	976	794.5

- **Other**
 - Joe reported that this year's Greek Theatre will present Oedipus. It is scheduled for September 14, 2013 with the in-service being held on Friday at Hurricane High School.

Recent Events

- 11/14 thru 1/5/13 Gallery Show "Southwest Adventures" featuring Carol Bold – CCC Gallery. Free. **Attendance Rolling**

- 11/23 & 24/12 (Friday & Saturday) 23rd Annual Arts and Crafts Fair – CCC, 10 – 5 p.m. Free. **Attendance Rolling**
- 11/24/12 (Saturday) Music at the Mart with Sunset Corner Bluegrass Band – Sol Foods Market, 5:30 p.m. with Community Tree Lighting at 7 p.m. Free. **Attendance 175**
- 12/1/12 (Saturday) Artist Reception for Carol Bold – CCC, 6 p.m. Free. **Attendance 10**
- 12/7/12 (Friday) Annual Gala – Switchback Restaurant, 6 p.m. Z-Arts members \$45/ After Dec. 1, \$50; Non-members \$50/ After Dec. 1, \$55. **Attendance 80**
- 12/8/12 (Saturday) Music at the Mart with Soul What – Sol Foods Market, 5:30 p.m. with Light Parade at 6:55 p.m. Free. **Attendance 300+**

Upcoming Events

- 1/8 thru 2/16/13 Gallery Show “Volume, Negative Space & Surface Design” featuring Barbara Ellard – CCC Gallery. Free. **Rolling**
- 1/11/13 (Friday) Artist Reception for Barbara Ellard – CCC, 5:30 p.m. Free. **Attendance 75**
- 2/1 thru 2/3/13 (Friday thru Sunday) Woodcut & Relief Printmaking Workshop with Roydan Card – CCC. Z-Arts members \$185 / Non-members \$200
- 2/8/13 (Friday) Film Presentation “Up Heartbreak Hill” – CCC, 7:00 p.m. Free
- 2/19 – 3/30/13 Gallery Show “Visions of Africa” featuring Cynthia Tuthill – CCC Gallery. Free.
- 2/23/13 (Saturday) “Human Kinship with Pigs” with Brett Mizelle – CCC, 7:00 p.m. Free

Adjourn at 8:55 pm.

Next Executive Committee Meeting: Wednesday, February 20, 2013 at 10 am at the Under the Eaves B&B

Next Board Meeting: Saturday, February 23, 2013 at 10:00 a.m. in the CCC – Retreat to Follow

Z-Arts Mission Statement (Current)

The Mission of Zion Canyon Arts and Humanities Council (Z-Arts) is to encourage the availability of the arts and humanities, and cultivate a climate of creativity and learning within the Zion Canyon community.

Proposed Z-Arts Mission Statement (Proposed)

The Mission of Zion Canyon Arts and Humanities Council (Z-Arts) is to encourage the availability of the arts and humanities, and cultivate a climate of creativity and learning within the Zion Canyon communities of **Springdale, Rockville and Virgin.**



Z-Arts Board Minutes
Canyon Community Center
Monday, January 14, 2013

Vicki S. Bell
Administrative Assistant

Date of Approval **Febr. 23. 2013**