

Call to Order/Introductions – Nancy called the meeting to order at 7:00 p.m.

Attendance – Nancy Guardabascio, Michelle Giarandi, Lisa Zumpft, Niles Ritter, Gene Gerstner, Joyce Hartless

Approval of March 14, 2016 Board Minutes - Gene suggested spelling corrections: Erika Wurth and Steven Peck. **Lisa moved to approve the corrected minutes; Niles seconded; corrected minutes were approved unanimously.**

1. Chair Reports

a. Humanities –

Gigi is willing to stay on as chair, but her time is very limited, so we need a new chair. Do the bylaws require the chair have a degree? Do the Humanities Grants require or even specify the chair need a certain educational background? No. Discussion of possible humanities chairs pursued. Niles spoke with a server at King's Landing who indicated an interest in helping Z-Arts. Lisa has a couple people she's encouraging.

b. Performing Arts –

We sent grant proposals in for the two Mountain West grants for Michael Tilley, pianist and Ricardo Cobo, guitarist. We'll do UAM Grant Proposals when they open, usually in May, typically about the time we find out if we got the Tour West grant. Lisa shared Springdale Elementary School's principal, Chris Snodgress' contact information with Nancy; Nancy plans to contact Chris regarding the summer workshops. Lisa Zumpft will send an invoice for the Farmer's Market performing artists; Z-Arts has budgeted to continue their support.

c. Visual Arts –

Jodi McGregor is trying to reach Tom Dansie on the Sculpture Project.

d. Film

Scott had an event in March. The Big Short is a great movie about the Wall Street fallout.

e. Literary –

Niles and Gene have experienced a very busy season.

Gene reported they spoke with Erika Wurth. She is moving to Denver the end of May. She thinks the end of June may be a good time to visit here. Gene has been in touch with Michael McLean, who has a contact at the Paiute school in Cedar. Erika wrote "Crazy Horse's Girlfriend". Her story is about kids at risk. We want her to talk about the creative process, not just read from her book. Would it be possible to tie in with the library book club? That would be a great idea. The book club's 6-8 participants like to have the books provided to them. Z-Arts could provide that many books. Book Buzz, the Salt Lake Library buys the books and sends them around the state. We would like to donate the purchased books to the Paiute school after our project is complete.

Gene hiked with Peck's father. He is trying to get Steven Peck to visit during September. He's an entomologist (bugs), with really deep papers and very interesting fiction.

The Zion Canyon Field Institute meeting was attended by Gene and Zelda, Greer Chesher and one other man. Cedar Breaks uses grant funds to pay youngsters \$15/hour to work outdoors and encourage them to study public lands issues at college.

f. Marketing –

Joyce will place on Z-Arts website the link to subscribe to our MailChimp event mailings. ZCFI mailings come from Michael Plyler. We understood from past board members it is Z-Arts policy to only including in our MailChimp emails the events offered by Z-Arts members. Should we consider adding other arts events to our emails as a service to our members? We would like to advertise DocUtah, Red Rock Film Festival events, and St. George arts events, etc. The emails could get really long if we're not careful, so we should put a summary list at the top with "new" markers, enabling the reader to quickly scan through a short list rather than scrolling through a huge email.

The quarterly newsletter was sent out by email and posted on our website. Would the board be willing to take a quarter, so you're only responsible for the newsletter once a year? Susan Chapman seems willing to do the graphic arts work. We need an editor who would be willing to interview and write the articles; Michelle Giardina indicated an interest. It would be wise to compare the email list to the printed list and mail only to those who have not provided email addresses. We could place some paper copies in the post office, the hotels, and at the library.

The section on the website "Canyon Voices" was intended to be for creative people with film critiques, etc.

We have scheduled August, September, November, December events. If we're using the newsletter for marketing as well as literary, we don't have much coming up right now. Maybe shoot for July print?

We could ask DSU Students to perform here in the Canyon, maybe at the OC Tanner? The Tanner is their theater. It's difficult to transfer a theatrical performance for a single night. Let's continue to explore the possibility.

Kala Colbert from Kayenta suggested we cross-advertise. Kayenta does street painting and theater performances.

We will include in our ChimpMail emails events from Virgin to Springdale and make an effort to review the DocUtah & Red Rock Film Festival.

Nancy made motion: set policy that we advertise any events in Rockville, Springdale, or Virgin, regardless of whether they're members or not. Lisa seconded. Joyce suggested it should only be artistic events, which encompass our mission. Niles agreed it should not be commercial, like jewelry sales. Motion carried 5 to 0 vote.

2. Survey Results

Visit SurveyMonkey.com - UserName is JoHartless and Password is zarts16

Vicki resent the invitation and we now have 85 responses. Board members are encouraged to take a look.

- 3. Flamenco** – Karina Carmen contacted Nancy. She is now working with a saxophonist, performing flamenco to jazz music. The first weekend of November is the Butch Cassidy race; the second is Veteran's Day Holiday; the fourth is Thanksgiving; so we're hoping to confirm the third weekend of November. Our Proposal: Karina would come into Santa Clara and perform on Friday night at the DiFiore Center, then travel to Springdale on Saturday, with possible outreach at the Hurricane High School Friday? Three educational sessions would be offered at the Rockville Community Center: kahuna box drum, beginner dance class and intermediate dance class. The first dance class would be free, charging \$10-15 for the others. We don't have any grant funds for this event, but we have a little money. Karina is a fascinating woman. Niles would love to hear her talk. With jazz and flamenco, we could draw people from as far away as Vegas, and believe the events would have high attendance. The response was very positive the last time she performed here. Should we consider a members only class at DiFiore or the Patio Room of Switchback so alcohol could be available? If the attendees bought their drinks, maybe the Switchback would reserve the space at no cost to Z-Arts.
- 4. Mountain West Conference** – The breakout sessions are so good. Let's communicate what we're going to do so we're spreading our resources around well and we can trade information.
- 5. Humanities Chair** – Discussed earlier.
- 6. Rockville Bridge Letter of Support** – Why is Z-Arts writing this letter? We should explain to UDOT the mission of Z-Arts. So the purpose of this letter is to support the rehab of the bridge? We fully agree with that sentiment.
Lisa moved to send the letter of support to UDOT after adding Z-Arts' mission statement. Gene seconded, all in favor. Motion carried, 5 to 0 vote.
- 7. Fiber Art Show Request by Cornelia Kallerud** – Joyce did not know how to handle. Cornelia asked if the board had approved. Jodi has approved, so it's handled.

Will we be having a membership luncheon? Not at this time. Executive Board will organize and keep the board informed.

8. **Budgets** – If you need any information, please email Vicki at zartsfin@infowest.com. We should just about break even this fiscal year. As to income, we will receive the Westaff grant and we anticipate a few more memberships. For expenses, Nancy estimated based upon plans for the next three months. We have \$500 in Performing Arts for the Farmer's Market. We have \$1,000 in Literary Budget, so if Ms. Wurth comes to town, we can buy the books and pay her. We currently have \$31,000 in the bank, expecting to end the year with \$26,000 in the bank and we want to keep \$20,000 in reserves. So Nancy is not reluctant to bring in Karina Carmen and we can contribute to the town of Springdale for the lighting and systems improvements at the Canyon Community Center. Julie Hancock got a new projector, but found it to be very noisy. She has an expert helping her with this. **Our next meeting is in June and we will need to focus on budgets at that meeting. Nancy would like to vote on June 13th, so please send her your proposed budgets.** Joyce will submit a budget for marketing.

We would like to boost our membership. Let's follow up with those who have not renewed. Joyce will conduct a membership drive, going around to the businesses. Board members should have a list of members. And they should use the list as a springboard to think of others who should be approached.

9. **Financial Report for April, 2016** – March income includes \$2,500 public sculpture grant and \$60 in memberships, as well as a refund for sales and use tax. Lisa explained this was a reimbursement for the Gala's wine sales tax. Whether reimbursing others or buying outright, any sales tax we pay should be reimbursed by the State. For expenses, we paid Jeff Crouse, and David Rothman, plus Jodi was reimbursed for some artists' receptions. We paid for the insurance. We purchased QuickBooks software geared toward non-profits. And we paid for the benefactor table at the Mountain West Arts Conference.

Vicki asked everyone to send Z-Arts Financial information to zartsfin@infowest.com so she can keep everything together.

10. Volunteer Report for March

Category	March, 2016	February, 2016	March, 2015
Regular Hours	74.25	771	1352.5
Professional Hours	0	11	69.5
Miles	71	707	1112

Be sure to report all your hours because these go into our grants. Is that a running total?

11. Membership Report for April

Category	April, 2016	March, 2016	April, 2015
Individual	52	52	59
Family	59	59	56
Business Sponsor	24	23	26
Benefactor	2	2	1
Founder	3	3	3
Lifetime Individual	1	1	1
Lifetime Family	6	6	6
Student	2	2	2
Totals	149	149	154

12. Other – None.

13. Adjournment – Meeting adjourned at 8:35 p.m.

Next Executive Committee Meeting: Wednesday, June 8, 2016 at 10 am at the home of Nancy Guardabascio

Next Board Meeting: Monday, June 13, 2016 at 7:00 p.m. at the home of Nancy Guardabascio

Joyce Hartless

Date of Approval June 3, 2016

Administrative Director of the Zion Canyon Arts and Humanities Council