

**Call to Order/Introductions:** at 7:07 pm by Nancy Guardabascio

**Attendance:** Nancy Guardabascio, Michelle Giardina, Jodi McGregor, Gene Gerstner, Scott Williams and Joyce Hartless

**Approval of April 18, 2016 Board Minutes:** Michelle moved to approve the minutes as presented, Gene seconded, all approved.

## 1. Chair Reports

- a. **Humanities:** Nothing to Report
- b. **Performing Arts:** We have scheduled three significant performing arts events for next season: pianist, classical guitarist and Flamenco group. Our budget will be larger than usual. But we have the funds available and feel each are important: they meet our programming criteria; and they align with our mission. In addition, Scheerer will be coming back in August for guitar instruction.
- c. **Visual Arts:** Z-Arts sponsored the Rockville Bridge Art Exhibition. The show exceeded Jodi's expectations: 34 artists from 5 states with 54 pieces displayed, and approximately 100 people attended the artist reception. The Town of Rockville's Fundraising Committee planned this show as a community fundraiser, which conflicted with the CCC sales policy. Given the Arts & Crafts Fair is held in the auditorium, could there be an exception made to the CCC Sales Policy if the gallery show is for a community fundraiser? It's a politically sensitive subject; it has nothing to do with non-profit status. We should have a conversation with Stan Smith and Rick Wixom. Scott offered to let unsold pieces hang at the coffee shop. Brian Passy did a spectacular article. Jodi has booked the CCC through Christmas. She's waiting to confirm the traveling arts shows before she starts booking 2017.
- d. **Film:** 2<sup>nd</sup> Wednesday of every month we will have a free film showing. By the next showing, July 13<sup>th</sup>, Scott will have decided the films for August and September. Scott is considering coordinating July's film with YAZ to find something more family appropriate. Scott will be vigilant about obtaining authorization for the films we show.
- e. **Literary:** Dr. Erika T. Wurth is lined up to arrive Thursday, June 23<sup>rd</sup>. She is Apache, Chickasaw and Cherokee. She has a doctorate. She will read from her novel and her poems, but she will also speak about the process. Gene will take her to the Paiute Tribal Council building in Cedar City on the 23<sup>rd</sup>. And she will speak in Springdale on the 24<sup>th</sup>. Then Gene will host a reception at his home following the CCC Talk. Michael McLean is contributing \$500 toward her honorarium. Michael wants Z-Arts to connect with the Utah Fall Book Festival. Gene finds Stephen Peck's "A Short Day in Hell" and "Scholar Moab" very funny reads and Stephen is a good speaker, so Gene would like to have him visit in September or October.
- f. **Staff Report:** It is taking a long time to get calendar submissions posted, so the sooner Joyce receives information on events, the better. Nancy wants the events broadcast to our membership through MailChimp as soon as the

information is available. Dr. Wurth's talk is being advertised on the website and Facebook. It will go out on MailChimp next week. Joyce was instructed to post a "film series" for July 13<sup>th</sup> on the online calendars.

## 2. Mountain West Arts Conference Reports

a. **Video:** We have requested a copy.

b. **Luncheon**

c. **Breakout Sessions:**

Personal Accountability: Linda Galindo, author of "The 85% Solution" discussed how to deal with people in a calm manner. Everyone may tackle an issue a different way; so long as the goal is met, there is success.

Social Media: Only boost posts that are already performing well. Facebook is the number one social media tool. Don't get so stretched out on so many different sites that you lack depth; concentrate on doing really well on the ones you utilize.

Leveraging Grants: If you receive a grant, it's an organization saying they've looked at you and determined you're worthy. Do not take that lightly. Use that as leverage, telling others "*if this organization believes in me, you should too*". And keep telling the story. It doesn't matter if you took the award years ago.

Telling Your Organization's Story: Data for Arts Organizations: Museums presented this program. Michelle's take-away was that we should be getting information from our CCC guest list and keep attendees informed of events in the hopes of garnering memberships or donations. Bobbi Wan-kier collects name, email address and zip code. This information is good for grants. We should keep a guest log at all events. Attendees are not obligated, but invited to leave name and email address. Joyce will develop a form and we'll have that available at every event.

3. **Membership:** Joyce will provide a list of expired members to Nancy. Nancy drafted a membership appeal letter to artists and one to individuals who are not artists. A year or so ago the Board discussed offering free memberships to park employees or people under 35 and the board did not have an interest in pursuing that. We have discussed requiring artists who participate in our Gallery to obtain a Z-Arts membership. Donors should be members: hotels, for example. How do we attract people under the age of 35? We need to collect their email addresses. Scott suggested a three-month (free) membership drive (to people under 35) and then the free offer expires. We can find these "young people" (under 35) at social centers: yoga, coffee shop, library.

**Nancy made a motion that Z-Arts give free memberships to anyone under the age of 30 and anyone who's a park employee, as a year-round policy. Gene seconded. Discussion: when renewal comes up, we offer to renew the membership for free if: (a) you're still in town, (b) still under 30 and/or (c) still employed by the Park. Passed Unanimously.**

Category	June, 2016	April, 2016	June, 2015
Individual	47	52	62
Family	58	59	55
Business Sponsor	22	23	25
Benefactor	2	2	2
Founder	3	3	3
Lifetime Individual	1	1	1
Lifetime Family	6	6	6
Student	1	2	1
Totals	140	148	155

4. **Band for Gala:** All agreed Oysters Rockefeller is our first choice of band for the Gala. But Soul What or Full Tilt Boogie would make a good second choice if Oysters Rockefeller is not available. Joyce will inform Lisa.
5. **Budgets:** Performing Arts Budget was reviewed. And the proposed Budget for the 2016/2017 fiscal year was detailed. Add: \$200 to Equipment for Jodi to purchase hooks for additional display in the Gallery. Funds from General Reserves will become \$3,485. So at this point it appears we will spend half of our unidentified reserves.

**Michelle moved to approve the 2016/2017 budget with the addition of \$200 to Equipment and Funds from Reserves of \$3,485, Scott seconded, all approved.**

6. **Financial Report for June, 2016:** Financial report for April and May was discussed.

**Michelle moved to approve the financial report and Scott seconded. All approved.**

## 7. Volunteer Report for April & May

Category	April, 2016	March, 2016	April, 2015
Regular Hours	69	74.25	44
Professional Hours	0	11	0
Miles	71	70	52
Category	May, 2016	April, 2016	May, 2015
Regular Hours	161	69	34
Professional Hours	1.5	0	0
Miles	3,220	70	13

**8. Storage Closet Contents:** We are cleaning out our storage closet. Items to be removed include 30<sup>th</sup> anniversary t-shirts and limited edition, numbered posters from the 2002 and 2003 Jazz and Art Festival. The posters and t-shirts are on Nancy's counter; please take as many as you (your friends & relatives too!) would like.

**9. Other:** None.

**10. Adjournment:** Adjourned at 8:42pm.

Next Executive Committee Meeting: Wednesday, July 6, 2016 at 7pm in the home of Nancy Guardabascio

Next Board Meeting: The next meeting scheduled for Monday, July 11, 2016 at 7:00 p.m. at the home of Nancy Guardabascio **has been cancelled.**

*Joyce Hartless*

Date of Approval August 8, 2016

**Administrative Director of the Zion Canyon Arts and Humanities Council**