

## Richmond Art Center

### Minutes of Board of Directors-February 26, 2015

Location: RAC Resource Room. Time called to order: 5:38 p.m. Time Adjourned: 7:50 p.m.

**Members Present:** Andi Biren, Anna Blackman, Susan Brand, Donna Brorby, Inez Brooks-Myers, Sue Hartman, Yolanda Holley, Matt Jacobson, Connie Tritt\*, Ellengale Toki-Oakley, Susan Wittenberg

**Members Absent:** Bob Connolly, Peter Dodge, Bernadette Jones, Edric Kwan

**Staff Present:** Richard Ambrose- Executive Director

**Others Present:** None

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Handouts Distributed or emailed prior to or at the meeting:

1. Agenda February 26, 2015 Board Meeting (emailed prior to meeting)
2. Draft Minutes of Board of Director's Meeting, January 22, 2015 (emailed prior to meeting)
3. Executive Director's Report February 2015 (emailed)
4. Treasurer's January Financial Reports (handout)
5. E.D. Proposal to hire Director of Operations
6. Richmond Art Center-Staff Reorganization Proposal 2015
7. GAPS identified in current staffing configuration

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**1. Introduction/Announcements/Agenda Reviews-** Donna Brorby, Board President, opened the meeting at 5:38 p.m. Donna announced that Terry Kotsatos resigned from the board in January.

**2. Approval of the minutes-** Donna Brorby referred members to the draft minutes of the January 22th board meeting that were circulated in advance. She asked if anyone had any corrections. There were none. Andi Biren made the following:

**Motion:** *"I move that the Board approve the draft minutes of the January 22, 2015 board meeting as circulated."*

Susan Wittenberg seconded it. It passed unanimously.

**3. Executive Director's Report-**Ric Ambrose, Executive Director presented his report for February 2015. It is attached. The following points were addressed:

- **Feldscott piece-** An art piece was removed from the exhibition due to a complaint concerning graphic content. The piece was up for four weeks without a complaint. Board members agreed that the exhibition committee should consider whether the Art Center should have a written policy to help guide decisions on potential controversial exhibitions or works included in exhibitions.
- **KCRT Space-**Ric and Sue Hartman met to review the KCRT space. Office space is a critical issue and office space is insufficient for workers. KCRT has been delayed in moving out of what was its space due to staff health issues. As of now, it is hoped that KCRT will move out by the end of March, and then the space can be cleaned-up and e-waste can be removed. It might not be possible to tear the down false wall that we hope can be torn down. We are striving for a May 2015 move in time. Ric proposes to move finance into the KCRT space.
- **Exhibition Director search status-**Interviewed three finalists; Inez on committee. First candidate Brian Carl, undecided. Second candidate Jan Wurm has experience with Art Center. Curated Breakfast Group, Diebenkorn and Mildred Howard exhibitions. Staff have raised some questions, based on an initial interview. There will be further consideration.
- **Events-**TAOLB reception on February 7<sup>th</sup> attracted over 450 attendees; over 300 attended Kato Kaworski's Public memorial held on Sunday February 15<sup>th</sup>. Last Saturday, Art in Jazz involved over 70 parents and their kids, 20 more than last year. Rebeca, Ric and teaching artist Holly and Jim attended the third annual STEAM Colloquium in San Ramon. Chevron sponsored the event; 300 educators and administrators attended.
- **Fund Development-**Submitted grant request to Chamberlin family for 3 year funding for \$30k; grant to Crescent Porter Hale Foundation for \$50k (operating support review in Sept. 2015); submitted \$20K request Cal Oil; submitted; 3yr request to Leshar Foundation \$50k to support AIC program. Met with Savin Foundation to discuss \$10k challenge match and request that the match be increased. It is being reviewed for long term support.

March 24<sup>th</sup> Leshar Theater. There will be a reception and 2 minute video about the Art Center.

- **Human Resources-** Robert Half Management hired to develop IIPP and OSHA hazardous communications program and schedule; coming up with safety training program and report all hazardous material.

**4. Treasurer's Report** – Connie Tritt, Treasurer, reviewed the balance sheet previous year comparison and P&L reports with board members. The reports reflect a seven month comparison. Accounts receivable is down and Administration General Operation expenses are down due to unfilled positions. **Total Income** \$772 k and **Total Expense** \$521k, **Net Ordinary Income** \$251k.

Balance of the City of Richmond loan is \$96K. Andi is working with the City Attorney on the loan forgiveness. Andi explained that the loan forgiveness document is available and loan balance would be offset by monies reserved.

Connie announced that Sandy Reinhardt is working on the Form 990 for FY2013-2014, due date May 31. The finance committee has reviewed it and once Sandy has made changes to the Form 990 it will be emailed to board members for their review. Sandy will work on the CDP following the completion of Form 990.

Board members discussed postponing the audit of RAC financial accounting due FY2013-2014 because of timing issues. Susan Wittenberg suggested getting a list of what we need to have for audit to save time.

By previous resolution, the Board has committed to biannual outside accountant audits of the Art Center's financial records. The most recent audit was for FY 2011-2012. The Art Center was due to have an audit for FY 2013-2014. Due to the long vacancy of the Financial Director position and the fact that the 2013-2014 records are just now being finalized, the Board Treasurer recommends that the Art Center postpone the audit that was scheduled for this year of FY 2013-2014 records and instead arrange for an audit of FY 2014-2015 records. Connie made the following:

**Motion:** *"I move that the audit of the Art Center's financials scheduled to be done for FY 2013-14 be postponed and done instead for FY 2014-15."*

Andi Biren seconded it. It passed unanimously.

**5. Closed Executive Session-**Donna Brorby, Board President, called meeting into an executive session at 7:44 p.m. to discuss staff reorganization and proposal to Director of Operations. The minutes are not open to the public.

## **6. Old Business-Submission Crescent, Porter Hale**

**a. Confirm approval of resolution approved by email** –Donna Brorby reported that on February 20 she circulated a resolution to all board members, by email, to submit a grant application to Crescent Porter Hale Foundation for fifty-thousand dollars (\$50,000) to fund the operating budget of the Art Center's Art in the Community program. On the same day, ten directors voted "yes". In the next two days, 2 more directors voted "yes". The resolution passed on Feb 20, by vote of a majority of directors.

Per the by-laws, we can document the passage of the resolution by confirming it at this meeting or by attaching all the email to document the email vote. Inez made the following:

**Motion:** *"I move to confirm the resolution, passed by email vote 10-0 on February 20, that the Art Center submit a grant application to the Crescent Porter Hale Foundation for fifty thousand dollars (\$50,000) to fund the operating budget of the Art Center's Art in The Community program."*

Andi seconded it. Resolution passed by 12 votes.

**b. Board Party to Celebrate Staff- March 28, 5:30-7:30 p.m.-** Susan to send plans by email.

## **7. Committee Reports-**

**a. Development/Sustainability-** Donna announced the organizing of 80<sup>th</sup> Anniversary Gala. The first meeting is 3/3/21014.

**8. Adjourn- 7:50 p.m. Motion Snacks next time Donna**

**Upcoming Dates:**

April 6 10 a.m.Spring Break Kids Camp  
April 16 5:30-6:30 p.m., Executive Committee Meeting  
April 19 2:00-3:30 p.m., Art Talk Farnsworth  
April 23 5:30-7:30 p.m., Board Meeting  
April 23 5:00-7:00 p.m., WCCUSD Student Art Show Reception  
April 25 1:00-4:00 p.m., Upcycle art making event  
April 26 WCCUSD Student Art Show closes  
April 28 Summer registration begins

Executive Committee is regularly scheduled to meet on the 3<sup>rd</sup> Thursday each month, and the full board on the 4<sup>th</sup> Thursday. These meetings move up one week in November and December, due to holiday schedules.

\*Note: Connie Tritt arrived 5:54 p.m. and left at 7:36 p.m.

## Executive Director Report February 2015

### Events

The February 7<sup>th</sup> reception for the Winter Exhibitions and two TAOLB artist talks was very well attended (over 450 visitors). Numerous presenters and artists expressed their appreciation of the RAC for hosting this event which is considered the largest annual exhibition dedicated to artists of African descent on the West Coast. I hope that you will plan to attend the one-day Open Studio on Saturday March 7<sup>th</sup> from 11 am to 5 pm, which features a number of these artists.

The Kato Jaworksi Public Memorial on Sunday, February 15 was an emotional yet celebratory event and a total team effort by staff, volunteers and the Board of Directors. I would like to extend my sincere thanks to the Board for arranging the food and presentation, and the staff for coordinating and planning the event with Kato's family. The remarks were heartfelt and the activities were certainly a perfect tribute to Kato. Over 300 guests attended the event.

Art in Jazz was a fun-filled event involving over 70 parents and their children creating art to the raucous jazz beat, interpreting the rhythm visually. Kudos to Nicole Kite and her volunteers, in concert with Ted and Nicole Robinson, for managing the event effortlessly.

Rebeca Garcia, Racheal Schaffran, and teaching artists Holy Carter and Jim Bruce participated in the Third Annual STEAM Colloquium in San Ramon. We also had an informational table where we presented our STEAM program to the over 300 Contra Costa teachers and administrators in attendance. We demonstrated by far that we had the best integration of the Visual Arts in STEM among the presenters.

### Fund Development

Grants Submitted: \$30,000, three-years funding request to Chamberlin Family Foundation; \$50,000 grant to Crescent Porter Hale Foundation; and \$20,000 request to California Oil Company to sponsor the 2015 Summer Youth Art Program and Berkeley Relators Consortium. We will be submitting a \$30,000, three-year request to the Leshar Foundation to support AIC program.

We've received a \$1,500 sponsorship from Oliver and Company for the Mildred Howard: Spirit & Matters exhibition this spring.

I met with Gene Savin, Susan Enzle and Linda Paul of the Savin Foundation to discuss the \$10,000 Challenge Match this year and to look ahead to continuing their support for the next two years. The Foundation has already committed \$20,000 to support the Exhibition overhead for the next two years.

The Leshar Foundation will be honoring the Richmond Art Center at their last Newsmakers Series event on Tuesday, March 24. Included is private reception for 20 RAC guests and a chance to meet the evening's speaker Robert Edsel, author of **Monuments Men**. In addition, a two-minute video about the Art Center produced by KTVU Channel 2 will be premiered at the evening event. The tickets were sold at \$150 each that will benefit the Art Center.

We will be participating in the Volunteer Match in San Francisco on March 4<sup>th</sup>. Representatives of over 100 nonprofit organizations will be in attendance and will be engaging up to 1,000 potential board prospects. It's a great and unique opportunity to recruit potential board members for the Art Center.

### **Human Resources**

We have hired Robert Half Management Resources to develop the IIPP (Injury Illness Prevention Program) and OSHA'S Hazardous Communications program and training schedule. Starting in March they will assess the safety hazards and practices of the facility and develop safety measures and a training program to ensure that we are in compliance with OSHA and California Injury Preventives Program. The contract is for \$4,410. This is covered in the HR Budget.

We will also hire Robert Half Management Resources to assist the Art Center in posting, recruitment and screening the applicants for the two vacant positions (Studio Director and Development Manager) and the new Director of Operations position that will be considered by the Board of Directors at the February 26 meeting. The total cost will be between \$2,000 and \$3,000. This is covered in the HR budget.

### **Marketing Report**

This is a synopsis of marketing and communication activities over the past year. The stats were submitted by Teri Gardiner who manages our web-based and social media activities and represents her stellar contributions to our marketing and communications efforts.

#### **2014 Marketing and Communications Highlights**

- New Logo
- New Branding Standards & Design Templates
- New Website
- New Signage exterior/some interior

#### **Earned media**

KTVU: three Features (exhibitions, Skeletonfest & budget cuts)

Cover of January SF Chronicle 96 Hours + 5 exhibition reviews

Cover of October East Bay Monthly + 3 reviews + 3 event features

CC Times: 5 articles

East Bay Express: 3 articles

Dozens of other stories on KQED and in KQED Arts, Diablo Magazine, Bold Italic, Richmond Confidential, Richmond Pulse, Radio Free Richmond, Richmond Standard, SF Arts Monthly  
Featured kids stories & events on Red Tricycle

#### **Awards**

- Best Community Art Center East Bay Express Editors Pick
- Three awards from Parents' Press

**Email List Grew: 140% (from 4,639 to 6,547)**

**The number of people opening our emails also increased to an average of 30% from 26%;**

Click through is 6%, well above the industry standard (industry standards: Arts & Artists 27.97% & 3.28 click thru; nonprofit 25.12% & 3.25 click thru).

### **\$10,000 Google Ad Grant**

Teri applied for and received a Google Ad Grant. We're using \$6,000 of this month's grant, which equates to: 3,369 clicks through to our website and 723,851 impressions/month.

### **Videos**

Produced 2 videos about the Art Center, including one by the Bay Area Video Coalition that was pro bono.

### **Website**

178% increase in # of people visiting page each month = 8,973 visitors each month.

Of these visitors, 70% are new; 30% are returning (this is great and completely opposite from when Teri joined the Art Center Team less than 2 years ago).

### **Referral traffic.**

- Social media continues to be the number #1 referral source (outside of google searches and paid ads) → social media accounts for one third of our referral traffic.
- Our social media accounts (Facebook, Twitter and Instagram) all grew this year as well. We have more followers and are gaining more reach.