

RICHMOND ART CENTER  
MINUTES OF BOARD OF DIRECTORS ~ January 24, 2013

Location: RAC, Resource Room      Time called to order: 5:34 p.m.      Time adjourned: 7:10 pm

Members present:      Andrea Biren, Donna Brorby, Connie Tritt, Jan Brown, Susan Brand, Bob  
                                 Connolly, Peter Dodge, Jerarde Gutierrez, Sue Hartmann, Yolanda Holley, Edric  
                                 Kwan, Terry Kotsatos, Janie Nutt, Susan Wittenberg  
Members Absent:      Anna Blackman, Bernadette Jones  
Staff present:      Richard Ambrose, Executive Director (full meeting); Janice Gorton, Development  
                                 Coordinator (part of the meeting)  
Others Present:      none

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Handouts Distributed or emailed prior to meeting:

- 1)      Board Meeting Agenda for January 24, 2013
- 2)      Minutes of Board of Director's Meeting, December 20, 2012 (incl. separate confidential minutes  
         of Executive Session December 20, 2012)
- 3)      Treasurer's report -- 2012 Balance Sheet, Profit and Loss, and cash flow schedule as of  
         November 30, 2012
- 4)      Executive Director's Report – January 2013
- 5)      Public Relations/Marketing Committee Charter January 24, 2013

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1. Introductions/Announcements/Agenda Review. Andi Biren introduced new board members Bob Connolly, Terry Kotsatos and Janie Nutt. She also announced that the RAC would host a reception for Michele Seville and Hershell West on January 29, 7:30ish, after they are feted at the Richmond City Council meeting, to celebrate their being honored by being awarded the AC-5 award for their contribution to arts and culture in Contra Costa County. There were no changes in the substance of the meeting agenda.

2. Approval of minutes of December 20 Board meeting.

**MOTION: *"It is moved that the Board approve the board meeting minutes of December 20, 2012 as presented."***

The motion was made by Susan Wittenberg and seconded by Donna Brorby. It passed unanimously.

**3. Treasurer's Report.** Connie Tritt, Treasurer, reported that the audit of our 2011-2012 books had been completed. She reported briefly on a telephone conference with the auditor and a few of the audit's findings. The auditor will report to the Board and be available for questions at the February 28 meeting. Now that the audit is complete, we are in a position to file our form 990 for 2011-2012, and that will be filed soon.

Connie reported that the Financial Committee is in the process of revising the budget for this fiscal year, now that the audit is completed. The original budget was prepared before the City of Richmond agreed to provide the funding it now provides. The Board approved the substance of a revision in October with the understanding that there would be an improved revision after the audit.

Connie reviewed the RAC's balance sheet and profit and losses for the first half of the 2011-2012 fiscal year and compared it to the first half of last fiscal year. She also reviewed the RAC's cash flow status as of November 30, 2012. Andi noted that the RAC soon will receive an unexpected \$1000 grant from the Soroptomists, based on RAC volunteer Tanisha Kaur's successful application for the Soroptimist's scholarship, its Violet Richardson award. Tanisha receives \$500.

**4. Executive Director's Report.** Ric Ambrose, Executive Director, reviewed the written report he had prepared for the board. It is attached. He introduced Janice Gorton, the RAC's new part-time Development Coordinator, who reported on her preliminary investigations of possible funding sources. He reviewed upcoming events. In addition to the Chamber of Commerce Mixer RAC is hosting on April 11 as described in his written report, the RAC will hold a family-oriented Earth Day/Make-A-Fair event on April 20, 1-4 p.m., which it is hoped will become an annual event. It will allow the RAC to link art and science, which is critical to the STEAM concept (STEM is Science, Technology, Engineering and Math, and we want those who believe in STEM to add Art, which makes STEM STEAM. The annual membership meeting is June 15, where the RAC will honor Cal Arts for their repeated support of the RAC's youth summer camp program. The written report covers new staff coverage that has been and will be added. The Exhibits Assistant position is a requirement of the Savin and Leshner grants and will free the Exhibition Director, Emily Anderson, to plan exhibits in advance and raise sponsorship money.

Ric reviewed the Fire Inspector's report of deficiencies in our space. The report has 8 points on necessary improvements, but no deadline. The RAC will address 5-8, but needs the City of Richmond to do 1-4 (incl. fire alarm, emergency lights and sprinklers). The black out in October made us realize our potential liability, which is why Sue Hartman and Michele Seville asked for the public safety assessment to be done. Sue and Michele are following up to try to get our needs addressed by the City of Richmond's regular capital improvement program.

#### 5. Committee Reports.

**Development Committee.** We raised through January approximately \$55,000 of our \$100,000 goal from individuals. Donna will provide Janice with all the relevant information, and the Development and Finance Committees will determine whether the \$100,000 goal is achievable or not. If not, the budget will need to be revised downward. Donna will follow up with solicitors to get final results about solicitations accomplished and not accomplished.

**HR Committee.** HR Committee Chair, Andi Biren, reported that the "outreach teachers" providing services in our off-site after-school programs (Art In Schools program) will be RAC employees and not contractors, for legal reasons. Rebecca Garcia Gonzalez, the staff member responsible for off-site education, arranged a "Safe Schools" training for the teachers on appropriate and inappropriate behavior with children. There was an on-line and an in-person segment. It was a good training. Very good job by Ms. Gonzalez.

Andi reminded the Board that the Board/Staff cultural inclusion and preventing harassment training, by board member Bernadette Jones, will be on February 21, 6-8 p.m. It is very important that all board members attend. There will be a training for RAC supervisors at 2-4 p.m. at the South Gallery, which Andi will attend. Other board members are welcome but it is not important that they attend. (Andi might receive harassment and discrimination complaints under RAC policy and procedure, other board members are not in that position, though they should know to let Andi know if they ever are informed of a complaint!)

PR/Marketing Committee. Committee Chair Susan Brand noted the Public Relations Marketing Committee charter that was distributed before the meeting with the meeting materials. She reported on the committees work towards retaining a website designer to redesign the RAC website. Sue Hartman, Edric Kwan, Jan Brown, Ric Ambrose, Liz Padilla and Susan Brand identified 15 appropriate Bay Area vendors to which the RAC sent and RFP. Eleven of them provided proposals. The committee interviewed 3 of those who provided proposals. It checked the references of its unanimous top candidate, Earthsite, which is located in Marin County. The designer is an artist and knowledgeable in social media. His bid was \$1,500 under our maximum budget of \$18K.

*Motion: That the Board approve an \$18,000 contract with Earthsite to develop and design the RAC website.*

The motion was made by Susan Brand, seconded by Jan Brown and unanimously passed.

#### 8. New Business.

Andi reiterated that the RAC sponsored Earth Day/Make-A-Fair event would be on April 20, 1-4 p.m. She repeated her monthly plea that board members turn in documentation of their volunteer hours to Diane Wightman. It is helpful to be able to show the level of Board and volunteer commitment to potential funders.

Sue Hartman informed the board that there is a PAL luncheon on February 28 with a presentation “Tips and Tricks On How To Get Money.” She encourages RAC board members to keep PAL in mind and consider coming to PAL events.

9. Adjournment. The meeting was adjourned, on a motion by Donna Brorby that was seconded by Bob Connolly, at 7:10 p.m.

Refreshments: Donna Brorby will bring refreshments to the February 28 meeting.

Upcoming Dates:      February 9 - noon to 2 pm The Art of Living Black (TAOLB) panel discussion  
February 9 – 2 to 5 pm TAOLB Exhibit Reception  
February 16 - noon to 2 pm - TAOLB panel discussion (#2)  
**February 21 - 6pm to 8 pm mandatory** cultural inclusiveness and anti-harassment training for Bd, faculty & staff  
February 26 - 2-4 pm optional cultural inclusiveness and anti-harassment training (for supervisors)  
February 23 – 1 to 3 p.m. RAC event, Jazz Art  
February 28 - Board Meeting - including report from Auditors  
April 20 – 1 to 4 pm RAC event, Earth Day/Make-A-Fair  
June 15 - Annual Membership Meeting, **very important for board members to attend**

Board meetings are 5:30 to 7:30 the fourth Thursday of the month, except in November and December when the meetings will be on the third Thursday due to holidays

Agenda for January 24, 2013 5:30 pm  
Richmond Art Center Board of Directors Meeting  
Resource Room, Richmond Art Center

#### AGENDA

- |                                                                                                                                                                                                                                                                                          |            |                                            |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|--------------------------------------------|
| 1. Introductions/Announcements/Agenda Review/<br>New Board Members Kotsatos, Connolly, Nutt<br>Janice Gorton, Development Coordinator<br>City Council recognition of Michele Seville & Hershell West<br>followed by reception at RAC at 7:30                                             | 10 minutes | Andi                                       |
| 2.. Approval of Minutes of December Board Meeting                                                                                                                                                                                                                                        | 5 minutes  | Andi                                       |
| 3. Treasurer's Report December Financials<br>Audit Update/CDP update/Annual Report<br>Budget Revise                                                                                                                                                                                      | 20 minutes | Connie                                     |
| 4. E.D. Report - Taproot, SF Foundation<br>Fire Inspector's Report<br>Proposed Fundraising calendar                                                                                                                                                                                      | 20 minutes | Ric                                        |
| 5. Committees - Charters, Goals, Meetings, Members<br>Update from Development Committee<br>Update from HR Committee re Faculty for AIS program<br>Anti-Sexual Harassment & Cultural Inclusion Training<br>Update from PR/Marketing Committee<br>Website Upgrade Contract - Motion needed | 40 minutes | Donna<br>Andi<br>Bernadette<br>Susan Brand |
| 6. New Business -<br>Earth Day/Make-A-Fair - April 20 Board involvement<br>Refreshments next time?                                                                                                                                                                                       | 10 minutes | Andi/Ric                                   |

#### 7. Adjourn

Upcoming Dates:

January 29 - City Council recognition of Michele Seville & Hershell West  
followed by reception at RAC at 7:30

February 9 - noon to 2 pm TAOLB panel discussion, 2-5 TAOLB reception

February 16 - noon to 2 pm - TAOLB panel discussion (#2)

**February 21 - 6pm to 8 pm training for Bd, faculty & staff (IMPORTANT!!)**

February 26 - 2-4 pm training for supervisors and any Board members

February 28 - Board Meeting - including report from Auditors

June 15 - Membership meeting - Please mark your calendars

# RICHMOND ART CENTER

## Balance Sheet Prev Year Comparison

As of December 31, 2012

	Dec 31, 12	Dec 31, 11
<b>ASSETS</b>		
<b>Current Assets</b>		
<b>Checking/Savings</b>		
<b>Mechanics Endowment Fund Accts</b>		
50-1010 · Mechanics Endowment Mny Mkt	31,115.15	31,989.49
<b>Total Mechanics Endowment Fund Accts</b>	<b>31,115.15</b>	<b>31,989.49</b>
10-1004 · Mech Bank, checking, COR Match	37,902.65	0.00
10-1005 · Mechanics Bank Checking - 9901	58,826.79	39,570.94
10-1006 · Mechanics Bank Savings - 7335	115,503.34	154,899.29
10-1008 · Mech Savings, COR Loan	161,213.69	0.00
1049 · Petty Cash	365.00	150.00
<b>Total Checking/Savings</b>	<b>404,926.62</b>	<b>226,609.72</b>
<b>Accounts Receivable</b>		
1200 · Accounts Receivable	138,278.53	140.00
<b>Total Accounts Receivable</b>	<b>138,278.53</b>	<b>140.00</b>
<b>Other Current Assets</b>		
1105 · Scholarship Transfers	165.00	0.00
1122 · Active Network Online A/R	-113.98	-105.55
<b>1126 · Prepaid Insurance</b>		
1127 · Prepaid Liability Insurance	0.00	1,853.68
1128 · Prepaid W/C Insurance	921.00	1,187.36
1129 · Prepaid Medical Insurance	8,932.55	1,857.72
1130 · Prepaid Fine Arts Insurance	792.56	0.04
1126 · Prepaid Insurance - Other	3,159.87	0.00
<b>Total 1126 · Prepaid Insurance</b>	<b>13,805.98</b>	<b>4,898.80</b>
<b>Total Other Current Assets</b>	<b>13,857.00</b>	<b>4,793.25</b>
<b>Total Current Assets</b>	<b>557,062.15</b>	<b>231,542.97</b>
<b>Fixed Assets</b>		
1115 · Furniture and Equipment	89,159.91	83,439.58
1116 · Accumulated Depreciation	-61,714.00	-61,714.00
<b>Total Fixed Assets</b>	<b>27,445.91</b>	<b>21,725.58</b>
<b>Other Assets</b>		
1140 · Inventory	745.00	745.00
<b>Total Other Assets</b>	<b>745.00</b>	<b>745.00</b>

**RICHMOND ART CENTER**  
**Balance Sheet Prev Year Comparison**  
As of December 31, 2012

	Dec 31, 12	Dec 31, 11
<b>TOTAL ASSETS</b>	<b>585,253.06</b>	<b>254,013.55</b>
<b>LIABILITIES &amp; EQUITY</b>		
<b>Liabilities</b>		
<b>Current Liabilities</b>		
<b>Accounts Payable</b>		
2000 · Accounts Payable	0.00	-185.32
2008 · Pitney Bowes Purchase Power	1,052.99	1,052.99
<b>Total Accounts Payable</b>	<b>1,052.99</b>	<b>867.67</b>
<b>Credit Cards</b>		
2002 · Mechanics Bank VISA Bus Card	0.00	16,350.00
<b>Total Credit Cards</b>	<b>0.00</b>	<b>16,350.00</b>
<b>Other Current Liabilities</b>		
2001A · Accrued Vacation	8,579.90	10,717.99
2004 · Medical Insurance Payable	-43.00	0.00
2013 · City of Richmond Loan 2012	161,200.00	0.00
2150 · Payroll Clearing	1,175.86	0.00
2200 · Sales Tax Payable	180.94	757.96
2203 · Misc Temp Restricted Funds	8,460.00	0.00
<b>Total Other Current Liabilities</b>	<b>179,553.70</b>	<b>11,475.95</b>
<b>Total Current Liabilities</b>	<b>180,606.69</b>	<b>28,693.62</b>
<b>Total Liabilities</b>	<b>180,606.69</b>	<b>28,693.62</b>
<b>Equity</b>		
<b>3001 · Permanently Restricted Funds</b>		
3002 · Restricted Endowment Funds	31,080.80	33,688.85
<b>Total 3001 · Permanently Restricted Funds</b>	<b>31,080.80</b>	<b>33,688.85</b>
<b>3003 · Temporarily Restricted Funds</b>		
3005 · Regello Bequest	88,456.75	115,662.50
3007 · Restr Fd-Adult Scholarships	190.00	1,325.00
3008 · NPA-Restricted Funds	19,542.14	42,792.14
3008B · Restricted Funds-Textiles	1,910.07	1,910.07
3008D · Restr Fund-Ceramic Study Center	1,392.07	500.00
3008E · Restricted Funds-Savin Grant	21,471.25	30,000.00
3008G · Restricted Funds - Mechoshades	0.00	7,664.00
3008H · Restricted Funds-Resource Room	2,047.93	2,896.93

**RICHMOND ART CENTER**  
**Balance Sheet Prev Year Comparison**  
As of December 31, 2012

	Dec 31, 12	Dec 31, 11
3008I · Restr Fd - SF Fdtn/Art Exhibits	1,340.03	1,340.03
3008M · Restr Fd-ActiveNet DB upgrade	1,300.00	5,200.00
3008N · Restr Fd-Chamberlin Admin/Cons	0.00	70,891.25
3008P · Rest Fnd- COR NPA	1,054.17	0.00
3008Q · Restricted EBCF	17,000.00	0.00
3008R · Restricted Richmond Community F	6,710.00	0.00
3008T · Restricted - Leshar Foundation	6,404.22	0.00
3003 · Temporarily Restricted Funds - Other	280.00	0.00
<b>Total 3003 · Temporarily Restricted Funds</b>	<b>169,098.63</b>	<b>280,181.92</b>
 3100 · CY Unrestricted Fund Balance	 -42,012.13	 -65,406.91
3105 · PY Unrestricted Fund Balance	17,115.97	-15,477.73
Net Income	229,363.10	-7,666.20
<b>Total Equity</b>	<b>404,646.37</b>	<b>225,319.93</b>
 <b>TOTAL LIABILITIES &amp; EQUITY</b>	 <b>585,253.06</b>	 <b>254,013.55</b>

# RICHMOND ART CENTER

## Profit & Loss Prev Year Comparison

July through December 2012

	Jul - Dec 12	Jul - Dec 11
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
4000 · Memberships	11,886.35	9,114.75
4010 · Education Income	121,639.24	76,361.84
4012 · Community Project Income	2,465.00	0.00
4015 · Exhibition Income	6,771.01	8,411.39
4050 · Rental Income (Equip/Space)	2,539.00	625.00
4060 · Income - Miscellaneous	1,911.90	6,093.48
4100 · Fundraising - Annual Drive	7,196.33	77,864.51
4110 · Fundraising - HAF	17,028.07	17,883.44
4120 · Fundraising - Misc/Other	2,250.00	202.00
4130 · Donations - Individuals	42,082.98	2,965.00
4140 · Donations - Business	1,250.00	460.00
4150 · Donations - Community Groups	195.75	0.00
4160 · Donations - Tributes	0.00	910.00
4170 · Less ActiveNet fees	-48.00	0.00
4200 · Grants - Foundations	67,207.81	10,000.00
4230 · Grants - State	0.00	890.00
4240 · Grants - City	237,928.22	60,000.00
<b>Total Income</b>	<b>522,303.66</b>	<b>271,781.41</b>
<b>Gross Profit</b>	<b>522,303.66</b>	<b>271,781.41</b>
<b>Expense</b>		
13-0000 · Membership Maintenance	3,976.62	0.00
10-0000 · Admin/Genl Ops	45,949.65	74,648.80
12-0000 · Fundraising	25,821.36	35,834.17
15-0000 · Neighborhood Public Art	1,628.72	8,950.02
50-0000 · Education	161,132.08	112,989.63
60-0000 · Exhibition	54,621.34	43,529.55
9999 · Reconciliation discrepancy	-2.17	0.00
<b>Total Expense</b>	<b>293,127.60</b>	<b>275,952.17</b>
<b>Net Ordinary Income</b>	<b>229,176.06</b>	<b>-4,170.76</b>
<b>Other Income/Expense</b>		
<b>Other Income</b>		
3996 · Realized Gain/(Loss)	0.00	-177.33
3995 · Unrealized Gain/Loss Investment	0.00	-449.38
4001 · Interest Income	73.29	135.93
4005 · Investment Income	2,803.58	0.00
4080 · Dividend Income	0.00	0.66



**RICHMOND ART CENTER**  
**Profit & Loss Prev Year Comparison**  
July through December 2012

	<u>Jul - Dec 12</u>	<u>Jul - Dec 11</u>
Total Other Income	2,876.87	-490.12
Other Expense		
ActiveNet Expenses	2,689.83	2,022.55
1515 - Interest Expense	0.00	982.77
Total Other Expense	<u>2,689.83</u>	<u>3,005.32</u>
Net Other Income	<u>187.04</u>	<u>-3,495.44</u>
Net Income	<u>229,363.10</u>	<u>-7,666.20</u>

Cashflow Schedule for the Richmond Art Center												
as of November 30, 2012												
	Jul-12	Aug-12	Sep-12	Oct-12	Nov-12 to date	Dec-12	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13
Beginning Balance	\$ 188,242.80	\$ 158,946	\$ 159,221	\$ 155,500	\$ 118,200	\$ 49,700	\$ 58,827	\$ 190,100	\$ 129,600	\$ 140,100	\$ 199,900	\$ 140,400
deposits for the month	\$ 46,034.14	\$ 52,284	\$ 31,866	\$ 175,400	\$ 7,400	\$ 54,304	\$ 179,271	\$ 16,700	\$ 91,700	\$ 109,900	\$ 16,700	\$ 79,200
payroll and checks for the month	\$ (75,331.11)	\$ (52,009)	\$ (35,618)	\$ (212,700)	\$ (75,900)	\$ (45,176)	\$ (48,000)	\$ (77,300)	\$ (81,300)	\$ (50,000)	\$ (76,300)	\$ (116,300)
Ending Balance	\$ 158,945.83	\$ 159,221	\$ 155,470	\$ 118,200	\$ 49,700	\$ 58,827	\$ 190,098	\$ 129,600	\$ 140,100	\$ 199,900	\$ 140,400	\$ 103,400
Reflects cash in general checking only												
Checking, COR Match					\$ 10,950	\$ 26,960	\$ 6,000.00					
Savings, Regello	\$ 115,459	\$ 115,473	\$ 115,483	\$ 115,483	\$ 115,483	\$ 115,483	\$ 115,483	\$ 115,483	\$ 115,483	\$ 115,483	\$ 115,483	\$ 115,483
Savings, Loan Proceeds			\$	\$ 161,200	\$ 161,200	\$ 161,200	\$ 161,200	\$ 161,200	\$ 161,200	\$ 161,200	\$ 161,200	\$ 107,467
Endowment Fund balance	\$ 60,736	\$ 60,736	\$ 60,736	\$ 31,081	\$ 31,081	\$ 31,081	\$ 31,081	\$ 31,081	\$ 31,081	\$ 31,081	\$ 31,081	\$ 31,081
Anticipated deposit detail												
General Operations		\$ 21,353	\$	\$ 21,353	\$ 7,385	\$ 7,740	\$ 16,108	\$ 16,108	\$ 16,108	\$ 16,108	\$ 16,108	\$ 16,108
Events					\$	\$ 18,087						
Class Registration						\$ 28,477	\$ 19,523		\$ 43,750		\$	\$ 43,750
City of Richmond			\$	\$ 94,254		\$	\$ 105,750			\$ 93,750	\$	\$
Transfer of funds internally			\$	\$ 29,816		\$	\$ 37,890	\$				
Other Grants			\$	\$ 30,000	\$	\$	\$	\$ 625	\$ 31,875	\$	\$ 625	\$ 19,375
Total anticipated deposits			\$	\$ 175,423	\$ 7,385	\$ 54,304	\$ 179,271	\$ 16,733	\$ 91,733	\$ 109,858	\$ 16,733	\$ 79,233
Estimated Payroll and Check detail												
Payroll			\$	\$ 28,134	\$ 45,933	\$ 31,474	\$ 30,000	\$ 30,000	\$ 30,000	\$ 30,000	\$ 45,000	\$ 30,000
Faculty Pay			\$	\$ 10,741	\$ 13,229	\$	\$	\$ 11,250	\$ 11,250	\$	\$ 11,250	\$ 11,250
Other Payments			\$	\$ 12,576	\$ 16,748	\$ 13,702	\$ 18,000	\$ 36,000	\$ 40,000	\$ 20,000	\$ 20,000	\$ 75,000
Total Disbursements			\$	\$ 51,451	\$ 75,910	\$ 45,176	\$ 48,000	\$ 77,250	\$ 81,250	\$ 50,000	\$ 76,250	\$ 116,250

## Executive Director's Report

### January 2013

#### **Staffing Updates:**

**Development Coordinator:** Hired Janice Gorton as the part-time (24 hour/week) Development Director. Janice has 25 years of development and marketing experience for non-profit and for-profit corporations. She will be coordinating all fundraising activities including soliciting grants, individual/corporate donations, membership and planned giving; working with the ED, senior staff, the Board of Directors and, in particular, the Development Committee. This is a new position.

**Customer Service Coordinator:** Hired John Severa for the expanded position (30 hours per week) to be the front desk receptionist for four days/week and to manage the ActiveNet database system. John has retail experience and received his degree in computer programming at UC Davis. He served in this role temporarily during the fall term, filling in for the vacant 24 hour position held by Jared who left in August.

**On-Site Education Assistant:** Nicole Kite replaced Kellie Wolfe, who left to focus on her final semester of her BFA program and exhibition at SF Art Institute.

**Marketing Coordinator:** We are in the final stages of interviewing the finalists for the 20 hour per week position to coordinate all marketing efforts and planning. The successful candidate should start in early February. This is a new position.

**Exhibition Assistant:** Have finalized the search and are checking references and should make an offer to the successful candidate within the next week. This 16 hour per week position will assist the Exhibition Director/Curator of Art (a 30 hour position) with the installation/de-installation of the exhibitions, research and some exhibition development. This is a new position.

**Job Descriptions:** All job descriptions will be updated by the end of this month. The descriptions will guide the Human Resource Committee to conduct an hourly/salary comparative study among other similar non-profit organizations.

#### **Website/IT:**

In coordination with the City's IT department, NerdsCrossing will be installing the Wi-Fi system in February. The next step for our IT system is the upgrade of our server and backing up and securing RAC's network on the City's network. Sue Hartman will be submitting a proposal to the Marketing/IT Committee. Estimated costs for hardware and labor are \$7,500.

The three Website Design finalists presented their proposals to the Marketing Committee on January 10<sup>th</sup> and the Committee will submit its recommendation for the successful vendor at the January Board Meeting. The redesign of the website will be delayed if the RAC is a recipient of an in-service grant from the Taproot Foundation for the five month development program: *Branding and Messaging*. We will be notified by the end of this month if Taproot sends us a letter of intent. If not, we will proceed with redesigning of the website in February.

#### **Marketing:**

RAC will be hosting the Richmond Chamber of Commerce's monthly Chamber Mixer on Thursday, April 11 from 5:30 to 7:00 pm. This is a great opportunity to introduce the business community to RAC's programs and community engagement efforts. The participating fee is \$250 plus providing food to 50 for 100 people. The Chamber will handle the beverages and promotion/marketing of the event. They will

also be seeking sponsorship from its membership to support the 48<sup>th</sup> Annual West Contra Costa Unified School District (WCCUSD) Art Exhibition in our Community Gallery during the month of April.

**Exhibitions:**

We had a very successful opening reception for the *Portrait of a Cuba Revolution: Antonia Canet Hernandez* exhibition. The combination of great music provided by Tino Gonzalez Y Su Trio and dancing by Las Puras Dance Troupe attracted over 250 visitors. The next exhibition opening reception is Saturday February 9 from 2 to 5 pm. for the 17<sup>th</sup> Annual *Art of Living Black* and Hilda Robinson's *Didn't We Enjoy It!*

Ken Baker selected the spring 2012 exhibition of Wanxin Zhang, June Schwarcz and John Chiara artwork as the fifth of his top ten exhibitions in the entire Bay Area. This adds to our extended legacy of highlighting and acknowledging emerging and nationally known artists of the Bay Area.

We have the Call to Artists posted online for the spring exhibition of the California Juried Contemporary Craft Exhibition.

**Development:**

The WCCUSD will contribute \$3,500 to support scholarships, matting, installation costs and reception for the 48<sup>th</sup> Annual WCCUSD Art Exhibition with additional support provided by Susan and Harvey Wittenberg. The Development Committee will solicit sponsorship for the upcoming Earth Day Family Activity on April 20<sup>th</sup> and continue to solicit donations for the \$100,000 City Match. We submitted a grant for \$25K operating support to the San Francisco Foundation and will be submitting grants to the Union and Wells Fargo Banks. We have an important meeting scheduled with representatives of the Savin and Leshner Foundations on February 21<sup>st</sup> to review our progress on our exhibition program and sustainability plans. We are in the second year of the three-year commitment from the Foundations for \$30K each.

## FIRE DEPARTMENT



### Fire Prevention Bureau

Please find below the following fire violations and compliance measures with California Fire Code (CFC) & California Building Code (CBC) reference sections for the Richmond Art Center.

According to the CFC– the Richmond Art Center (2540 Barrett Avenue) is classified as a A-3 occupancy (Art Gallery) with a total square footage of more than 16,000 square feet. When a building is being used as a mixed occupancy (i.e. educational classrooms/art gallery/business offices), the most restricted occupancy classification will be used for the entire building CBC 508.3.1

1. No automatic sprinkler system present – An automatic sprinkler system shall be provided for Group A-3 occupancies where one of the following conditions exists: 1. The fire area exceeds 12,000 square feet CFC 903.2.1.3.
2. No fire alarm system present – A manual fire alarm system that activates the occupant notification system in accordance with Section 907.6 shall be installed in Group A occupancies having an occupant load of 300 or more CFC 907.2.1.
3. No emergency lighting present – Provide 2 (two) emergency lighting in 1. Middle of community gallery hallway between weaving studio and ceramics studio and 2. Middle of the hallway outside screen print studio. The means of egress, including the exit discharge, shall be illuminated at all times the building space served by the means of egress is occupied CFC 1006.1. The power supply for means of egress illumination shall normally be provided by the premises electrical supply. In the event of power supply failure, an emergency electrical system shall automatically illuminate all of the following areas. Corridors, exit enclosures and exit passageways in buildings required to have two or more exits CFC 1006.3
4. No self illuminating exit signs present – Exit sign shall be internally or externally illuminated (self-luminous sign) CFC 1011.2.
5. Provide fire extinguishers in hall way corridors – 2 (two) total 2A-40-B:C multipurpose ABC extinguisher CFC 906.1.
6. Secure hanging wall plug outlet (was removed for painting purposes) in children's painting studio
7. Provide a sign in South Gallery above exit door leading to community gallery – "This door will remain unlocked when building is occupied" CFC 1008.1.9.3.
8. Provide 3 (three) Carbon Monoxide alarms(plug in type with back up battery) in 1. Screen print studio 2. metals/jewelry studio 3. hallway outside clean/janitors closet.

## PUBLIC RELATIONS/MARKETING COMMITTEE CHARTER

JANUARY 24, 2013

The RAC PR/Marketing Committee is an “advisory committee” under the RAC By-Laws. It advises the Executive Director and Board of Directors and acts at the direction of either the Executive Director or the Board; it does not act in the place of the Executive Director or Board. It is comprised of three to five general members (e.g., community members, business representatives) with a member of the RAC Board of Directors as its Chairperson. If needed, the Committee may choose to divide into working sub-committees to address specific issues. Each sub-committee would select a chairperson who would report to the whole PR/Marketing Committee at appropriate, regular PR/Marketing Committee meetings.

### PURPOSE AND RESPONSIBILITIES

The PR/Marketing Committee is a Board committee that identifies and helps to plan and support RAC’s publicity, marketing, and fundraising initiatives including: maintaining an effective RAC brand, marketing and public outreach strategies, and communications in print, online and social media. Program implementation and administration are the responsibility of the RAC Executive Director, Marketing Coordinator and staff. Initiatives for 2013 are:

**Key Messages and Brand Strategy.** The RAC has applied for a service grant from the Taproot Foundation for the development of Key Messages and Brand Strategy. The scope of the project would include:

- **Discovery:** Interviews with stakeholders and review of existing marketing, fundraising and related communication materials and programs.
- **Competitive Audit:** Reviews and analyzes three – ten organizations name, visual identification, tag line and relative positioning.
- **Findings:** Document synthesizing the information from the discovery interviews and audit of competitors. Based on information, potential brand attributes, such as words, images and quotes that embody the organization are presented.
- **Brand Strategy:** A document that includes core umbrella positioning, core brand attributes, brand personality and a short and long “elevator pitch” that communicates the essence of the organization.
- **Recommendation for Name & Visual Identity:** An analysis of whether the current name and visual identity effectively communicates the Brand Strategy and makes recommendations about whether or not to make changes.
- **Key Messages:** Extends the Brand Strategy into key messaging language that can be used directly in various communication materials.
- **Marketing/Communications (marcom) Audit:** Document describes the current marcom plan including key audiences goals, budget allocation, key programs and key tools.
- **Requirements Brief for Name & Visual Identity:** If a name and visual identity change is recommended, this document will be used to provide background information and describe the recommendation creative direction for the new name and visual identity.
- **Board Training:** A 1-2 hour session trains the board on the new Key Messages and Brand Strategy. The training pays particular attention to the Elevator Pitch, Key Messages for each audience and the importance of adherence to the Brand Strategy.

In the event, the RAC is not awarded the service grant from Taproot, the PR/Marketing Committee is proposing to work with the Executive Director and Marketing Coordinator to

develop a scaled back version of the project scope that is within the current marketing budget. Using the approved 2012 Sustainable Plan as a foundation, the committee will help develop a feasible plan that includes Discovery, a Competitive Audit, Brand Strategy and Key messages.

**Marketing/Communications Platform.** The Key Messages and Brand Strategy inform the development of a Marketing/Communications Platform. It will provide an external communications roadmap that will include feasibility considerations, i.e., labor, timing, budget and creation of turnkey processes. *(Many materials are currently produced by the different areas of the RAC—Education, Exhibitions, Events, but are they the right ones to reach the goals stated in the Sustainable Plan?)*

The Marketing/Communications Platform includes:

- **Publicity** (press releases, announcements, articles, etc.)
- **Social media campaigns** (Facebook, Twitter, Pinterest, etc.)
- **Print media** (print catalogs, flyers, posters, postcards, etc)
- **Signage** (facility wayfinding signage, inside and outside banners, etc.)
- **Website**

The PR/Marketing Committee will assist the Executive Director and Marketing Coordinator in developing the communications roadmap to ensure that materials and campaigns produced by the RAC incorporate the Key Messages and Brand Strategy and support the initiatives in the 2012 Sustainable Plan.

**Website.** It has already been established that a website is the foundation of the RAC's Marketing/Communication Platform. A redesigned website will incorporate the Key Messages and Brand Strategy in its functionality and design. The PR/Marketing Committee will work with the web development vendor, Executive Director, Marketing Coordinator and staff to help facilitate the development and design process.

## **PR/MARKETING COMMITTEE RESPONSIBILITIES**

While the RAC Executive Director, Marketing Coordinator and staff are responsible for the administration and implementation of RAC's publicity and marketing, the PR/Marketing Committee, working through ad hoc sub-committees shall assume responsibility for adjunct services that can expand, enhance and strengthen publicity and marketing efforts and projects.

- The Committee will provide graphic design consulting and support as needed for specific projects.
- The Committee will provide publicity and marketing consulting and support as needed for specific projects

**MEETING SCHEDULE:** The Committee does not have a regular meeting schedule, but meeting times will be set when projects dictate.

## **REPORTING OBLIGATIONS TO THE BOARD**

The PR/Marketing Committee shall submit a written report to the Board quarterly unless more frequent reporting specific to a certain issue is needed. The reports shall include a review of work done by the whole Committee as well as the work done by any sub-committees.

The PR/Marketing Committee is comprised of the following members as January 24, 2013

- PR/Marketing Committee Chairperson: Susan Brand
- Committee members:
  - Jan Brown                      RAC Board member, Past RAC Board President,  
Graphic Designer
  - Edric Kwan                      RAC Board member, Engineer, City of Moraga