

**RICHMOND ART CENTER  
MINUTES OF BOARD OF DIRECTORS ~ September 26, 2013**

Location: RAC, Resource Room      Time called to order: 6:45 p.m.      Time adjourned: 7:22 pm

Members present:      Andrea Biren, Susan Brand, Inez Brooks-Myers, Donna Brorby, Connie Tritt, Bob Connolly, Peter Dodge, Yolanda Holley, Matt Jacobson, Terry Kotsatos, Ellengale Oakley, Susan Wittenberg  
Members Absent:      Anna Blackman, Sue Hartman, Bernadette Jones, Edric Kwan  
Staff present:      Richard Ambrose, Executive Director  
Others Present:      none

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Handouts Distributed or emailed prior to meeting:

- 1) Board Meeting Agenda for September 26, 2013 (attached)
- 2) 2013 Kickoff For Fundraising Agenda
- 3) Minutes of Board of Director’s Meeting, August 22, 2013 and Confidential Executive Session Minutes
- 4) Treasurer’s report -- Balance Sheet, Profit and Loss Statement, and Cash Flow Schedule as of August 31, 2012
- 5) Executive Director’s Report – September 2013 (attached)
- 6) Draft Change to Handbook Benefits Section
- 7) Second Year Goals for the Executive Director (attached)

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**1. 2103 Partnership Campaign Kickoff/Training.** The Partnership Campaign Kickoff training was conducted from 5:30 – 6:45 p.m. Donna and Andi conducted the “training.” We reviewed the campaign materials and recommended model for solicitations. Virginia Rigney and Susan Sharfman, non-board-member solicitors, participated in the kickoff and training and left at the end of it (before the meeting was called to order at 6:45 p.m.). The matters noted below transpired after the meeting was called to order.

**2. Approval of minutes of the August 22 Board meeting.** The board president referred the board to the draft minutes of the August 22 Board meeting that the secretary circulated by email in advance of the meeting. Ellengale said she had a correction to the minutes of the executive session of the board August 22. This was put aside for discussion in executive session at the end of the meeting. Bob Connelly made the following

**MOTION:** *“I move that the Board approve the revised minutes of the public portion of the August 22, 2013 board meeting, as presented.”*

The motion was seconded by Susan Wittenberg. It passed unanimously.

**3. Treasurer’s Report.** Connie Tritt, Treasurer, reviewed the balance sheet, profit and loss statement and cash flow report for August 31, 2013. These documents are attached. August is just the second month of the Art Center’s fiscal year. Trends at this point are not necessarily predictive for the year. As of the end of August, the Art Center’s expenses are about 35K less than budgeted and its income is about \$14K more than budgeted, leaving RAC with almost \$50K more than it was budgeted to have at

the end of August. One reason for lower expenses has been open staff positions, which should be a temporary phenomenon.

The Art Center is opening a second brokerage account (the first is the “endowment” account), so that unrestricted stock donations can be received without being commingled with endowment funds.

The Art Center has advanced \$4,500 for the costs of the STEAM pilot the past summer. We expect to be reimbursed by the Richmond Public Library.

**4. Executive Director’s Report.** Ric Ambrose, Executive Director, referred the board to his written report for August 2013. It is attached. In addition to the funds received as reported in the written report, the Art Center received \$6K from the Zellerbach Foundation for the Bella Feldman exhibit (after the exhibit opened). Also not included in the written report, Ric announced that he was about to facilitate the final session of a symposium at the UC Berkeley School of Urban Design; the session will focus on words that came up repeatedly during the symposium.

## **5. Committee Reports.**

**a. HR Committee.** In the absence of committee chair Bernadette Jones, the board president reported on the actions that have been taken to try to ensure that members of the RAC community have sufficient avenues to report matters of concern, with the assurance that the communications are considered and addressed. The committee’s particular concern was to ensure that the Art Center’s policies, procedures and practices are consistent with best practices to prevent sexual harassment and respond to any reports of inappropriate conduct that could lead to or be sexual harassment. First, the Art Center now has a box attached to a wall available for people to use for written communications which, at the discretion of the person leaving a note, can be anonymous. Second, we will have a hotline, the messages on which will be forwarded to a board member. Third, Bernadette will do a conflict resolution training for staff on October 8. The HR committee will consider further trainings in the future. Fourth, so that we are prepared if we receive a complaint of sexual harassment, the board president secured a commitment from a very qualified individual to do one investigation on a *pro bono* basis.

The board president referred the board to the document circulated before the board meeting concerning a proposed change in the provision concerning employee health care benefits. The document is from page 18 of the employee handbook and is attached. It shows the language that the HR committee proposes to delete. Connie Tritt made the following

**MOTION:** *I move to delete the language concerning health benefits that is marked by a line through it on the page that was circulated.*

The motion was seconded by Susan Wittenberg and it passed unanimously.

**b. Exhibitions Committee.** Inez Brooks-Myers, chair of the exhibitions committee, reported on the recent meeting of the committee.

The next set of exhibits includes the annual The Art of Living Black (TAOLB) exhibit and The Language of Realism. These exhibits both open January 11.

The reception for TAOLB will be 2-5 p.m. on February 8. There will also be a major TAOLB event on March 8 and 9: in place of or in addition to “open studios,” there will be 36 tables of artists

and their work in the RAC main gallery. The tables will be available for \$30 on a first come, first served basis.

The Language of Realism is curated by John Wehrle. There will be a panel discussion on January 25 at 1-2 p.m., with a reception immediately following.

**6. Executive Session.** The board met in executive session to consider Ellengale's suggestion for amending the minutes of the Executive Session at the August 22 meeting. The minutes were amended. The board also adopted goals for the executive director's performance in his second year during the executive session.

**6. Adjournment.** The meeting was adjourned at 7:22 p.m.

**Refreshments:** Yolanda Holley volunteered to bring refreshments for the October 24 meeting.

**Upcoming Dates:** Sept 28 10 a.m. – 6 p.m., North and East Richmond Neighborhood Festival  
Oct. 5 10 a.m. - 4 p.m., Raku Festival  
Oct. 19 1 – 3 p.m., Artist Talk: Bella Feldman (rescheduled to Nov. 1)  
Oct. 24 6 – 8:30 p.m., Board Meeting  
Oct. 26 1-3 p.m., Skeletonfest 1-3 Come with kids or VOLUNTEER to help  
Nov. 2, 1 – 3 p.m., Artist Talk: Bella Feldman  
Nov. 19 5:30 p.m. Wine and cheese to celebrate date by which all solicitations are to be made (or at least first contacts made and meetings scheduled)  
Nov. 21 5:30 – 7:30 p.m., Board Meeting (NOTE THIS IS THE THIRD

THURSDAY)

Dec. 8 11 a.m. – 6 p.m. Holiday Arts Festival (VOLUNTEER to help at Café!)  
Dec. 14 evening Board and Staff Holiday Party – Place and Time TBA  
Dec. 19 5:30 – 7:30 p.m., Board Meeting (NOTE THIS IS THE THIRD

THURSDAY)

Jan. 23 Board Meeting (back to 4<sup>th</sup> Thursday)

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 September 26, 2013 Richmond Art Center Board of Directors Meeting

Resource Room, Richmond Art Center, 5:30 pm

- |   |            |                |
|---|------------|----------------|
| 1. Introductions/ Any Non- Board Development Team Members               |            | Andi           |
| Introduce new Development Assistant - Laura Buchan                      |            |                |
| 2. Solicitation Training  | 1 hour     | Andi and Donna |
| 3. Approval of Minutes of August Bd. Meetings(MOTION)                   | 5 minutes  | Donna          |
| 4. Treasurer's Report   | 10 minutes | Connie         |
| 5. E.D. Report  | 10 minutes | Ric            |
| 6. Committee Reports  | 10 minutes |                |
| H.R. Committee  |            |                |
| Exhibition Committee  |            |                |
|   | 10 minutes | Bernadette     |
|   | 10 minutes | Inez           |
| 7. New Business - approval of Ric's 2 <sup>nd</sup> year goals (MOTION) | 10 minutes | Andi           |
| 8. Old Business   | 10 minutes | Andi           |
| Amendment of Employee Handbook (MOTION) -                               |            |                |
| 9. Adjourn – (MOTION)   |            |                |

- Upcoming Dates:
- |         |  |   |
|---------|--|---|
| Sept 28 | North and East Richmond Neighborhood Festival        | 10-6                                    |
| Oct. 5  | Raku Festival  | 10 -4                                   |
| Oct. 19 | Artist Talk: Bella Feldman                           | 1-3                                     |
| Oct. 24 | Board Meeting  | 5:30                                    |
| Oct. 26 | Skeletonfest   | 1-3 Come with kids or VOLUNTEER to help |
| Nov. 19 | End of Fundraising Period                            |   |
| Nov. 21 | Board Meeting (NOTE THAT THIS IS THE THIRD THURSDAY) |   |
| Dec. 8  | Holiday Arts Festival                                | 11 – 6                                  |
| Dec. 19 | Board Meeting (NOTE THAT THIS IS THE THIRD THURSDAY) |   |

## **Executive Director Report for September 2013**

### **Staffing:**

There are several staff changes and vacancies to note. Last month, we hired **Hana Lennett** as the Administrative Coordinator, replacing Kristen Jones. Her work will focus on recruiting, training and scheduling our volunteers and assisting with front desk duties. We have also hired **Laura Buchan** as the part-time (24 hr /week) Development Assistant to support our Fund Development efforts. She will start October 1<sup>st</sup>. This is a new position. **John Severa**, Customer Service Coordinator accepted a position with a technology company to promote and sell its software. We have posted the 32-hour per week position and hope to fill it by mid-October. John worked the front desk four days a week and recorded donations and registrations using our ActiveNet database software. **Emily Anderson**, part time Exhibition Director and Curator of Art, will be leaving us November 1 to tend her pregnancy and take on the role of full time mom. The position will be upgraded to a full-time exempt position to more appropriately support the development and management of the annual exhibition schedule which includes 14 – 16 exhibits. We are in the process of interviewing applicants with the successful candidate to start late October in order to provide some overlap training with Emily.

### **Administration:**

IT: Nerdcrossing has replaced our old server with a robust new server to house all of our archives and documents, which were previously stored on several external drives. All of the necessary files will migrate to the main server by the end of the month. The server equipment and related labor costs were partially supported by a grant from the Richmond Community Foundation. The foundation also funded our building wide Wi-Fi installation earlier this year. Computers: We had Nerdcrossing conduct an analysis of our aging computers and they noted that we need to replace two computers and need to have the other mini-macs upgraded with additional software. We also need to install a computer and setup a telephone in the West Gallery desk to accommodate additional assistance from our volunteers. I will be working with Sue Hartman, Chair of our IT Committee, to review the report and acquire the necessary hardware and software. Except for the 3 new PCs acquired last year from the City, our computers are 5 to 8 years old.

### **Marketing:**

We are in the final phase of our Taproot Foundation in service grant to produce RAC's Key Messages and Branding strategies. They will provide their final report and analysis of our collateral materials for the October 24<sup>th</sup> Board Meeting. It was recommended that we delay the start of our Website redesign to January 2014 due to possible recommendation that we redesign our logo and due to the busy upcoming holiday season. The redesign phase of the website is projected to start January 2014 with the official launch in May or June 2014. We were mentioned in numerous regional newspapers and radio stations promoting our fall exhibitions with articles on the Bella exhibition.

**Education:**

We have finally acquired a Custodian of Record account to allow our AIC teachers to register for background checks which will provide security clearance for them to teach kids. We are on schedule to provide afterschool activities this fall starting next week at Helms Middle and Lincoln Elementary Schools, and in October at the Richmond Public Library, the Nevin and Shields Reid Community Centers and Y.E.S. We are finalizing our after school agreement with DeJean Middle School. With funding from the East Bay Community Foundation, we will be conducting STEAM activities this spring at the DeJean and Helms Middle Schools and the Richmond Public Library. We have submitted our final report for the 2013 summer STEAM pilot program to the City and the Public Library for payment and to continue the partnership to build the STEAM program.

**Fund Development:**

We have received a \$20,000 grant from an Anonymous Designated Fund of the East Bay Community Foundation to fund our Spring STEAM program and \$10,000 from Thomas Long Foundation for our AIC program. To date we have secured \$34,000 toward our FY13/14 goal of \$50,000 to fund the AIC program. Other pending asks include \$20,000 from the Savin Foundation; \$10,000 from Blackbaud; \$10,000 from Wells Fargo and \$20,000 from Ruddle Youth Memorial Fund for AIC or STEAM programs.

I would like to thank the Board, in particular Donna Brorby, Andi Biren, Inez Brooks Myers, Ellengale Toki and volunteers for the planning and hosting of the special reception for former RAC board members on September 19<sup>th</sup>. Over fifty individuals attended the delightful and delicious event. We had over 400 guests attend the public reception for the fall exhibitions on Saturday, September 21<sup>st</sup>. This is considered to be one of the largest turnouts in recent history.

And finally, I would like to extend my sincere gratitude to Emily Anderson for mastering the coordination and the management of the exhibition program at the RAC for the past 3 plus years. I have received numerous kudos and compliments from the East Bay artist community on the quality and consistency of our exhibition program, testament to her hard work and dedication to building our exhibition program. She will be greatly missed but she will certainly be up the task when she begins her next "job" as a new mom!

## **Ric's Second Year Goals (actually to last until April 2015)**

### STRATEGIC/PROGRAMMATIC

As part of long term Education Plan, define a proposal for Susan Chamberlin re AIS and STEAM

Targeting Marina Bay, Country Club, May Valley, El Cerrito with special class catalog distribution effort

Partnerships – in first quarter, meet with CC Community College ; CCAC –(for archivist for RAC archives)  
Bruce Harter, Supt. Of WCCUSD, Los Centzontles, RYSE and ProArts

Long term Maps for Community, Education and Exhibitions (5 year plan) {from 1<sup>st</sup> year goals}

One year rolling calendars for each area

Metrics for evaluation of all programs and scheduled evaluation periods & reports, particularly for STEAM, AIS, and the studio classes (use Lawrence Hall evaluation?)

Exploration of New Business Models for On-site Education {from 1<sup>st</sup> year goals}

Increase student enrollment by 12% over FY 12/13

Develop exhibition strategy attractive to corporate sponsors to replace Savin & Leshner support

### FINANCIAL

Continue quarterly budget revisions

Increase staff financial responsibility by involvement in program budgets and accountability for expenditures in accordance with budgets

Base FY 14-15 budget on solid projections and staff input

Annual Report and 990 for both 2013 and 2014 {from 1<sup>st</sup> year goals}

Consider different donor interface on new website

Assess personnel requirements of operations and financial and make necessary changes

Ensure that all income is successfully logged, tracked and acknowledged promptly (7 days or sooner)

Create separate account for stock donations so that there is no commingling with Endowment Fund

Improve investment strategy for long-term funds for greater return on investment

Engage Auditor for FY 13-14 audit by September 2014

## DEVELOPMENT & MARKETING

Complete Taproot process and concomitant collateral redesign

New and Consistent Messaging, Logo Use and Buy New BANNER for entrance

Complete website re-design

Conduct marketing analysis on social media and printed advertising activities

Develop, market and track a facility rental program [from 1<sup>st</sup> year goals]

New Ideas for Revenue – e.g. no-host bar Drink and Draw, Pop-Up concept like art show at Kaiser, Mechanics' Bank or Chevron, Saturday brunch with artists

Craft a kickstarter video for STEAM program or similar

More Business Partnerships – focusing on why it's advantageous to them

Corporate Team Building package for marketing and sales

\_\_\_ number of solicitations to potential donors made by you personally

Continued attendance at 25 or more community events a year on behalf of RAC – focus on Latino community

Craft a special donor letter for STEAM, Rosie's Girls, AIS to send to those parents in English & Spanish

Continued monthly reports to Board with new large donors, events attended and grants applied for & received and continued weekly meetings with Board president

Identify and apply for multi-year grants from foundation and federal agencies

Start planning for 80<sup>th</sup> Anniversary

Send out Planned Giving materials to donors, previous Board members and Volunteers

## INTERNAL/ADMINISTRATIVE

Continue bi-weekly staff meetings - Focus on Team Building

Seek out and provide free and low-cost training, including for yourself

Make Board meeting report a regular part of meeting

Develop consequences for non-compliance with culture of trust and respect

Put together Holiday party for 2013 and 2014

Improve Board –Staff relations, including Board-Staff retreat for next year’s budget

Arrange for rotation of staff members to Board meetings to update Board

Monitor completion of assignments

Annual performance evaluations of all staff with goals for next year and training desired

July 1 signing of Conflict of Interest forms by all staff

Oversee completion of a uniform new-hire orientation, including anti-harassment training

Recruit interns to support Admin, Education and Exhibition needs

Quarterly or at least twice yearly meetings with faculty

Re-do staff training on harassment – 2015

Improve Customer service

Finish IIPP (with Dianne) and continue to upgrade safety in the facility

Finish Procedures Handbook for each Department - Let all staff and board know where it is

New Volunteer Handbook & forms

Improve recruitment, training and retention of volunteers for increased utilization and use for more complex assignments; include teachers who volunteer in appreciation events

Pursue KCRT expansion – talk to Richmond BUILDS