

**RICHMOND ART CENTER
MINUTES OF BOARD OF DIRECTORS MEETING ~ May 22, 2014**

Location: RAC, Resource Room Time called to order: 5:32 p.m. Time adjourned:
8:05 p.m.

Members present: Andrea Biren, Anna Blackman, Susan Brand, Inez Brooks-Myers, Donna
 Brorby, Bob Connolly, Peter Dodge, Sue Hartman, Yolanda Holley, Matt
 Jacobson, Bernadette Jones, Ellengale Toki-Oakley, Connie Tritt, Susan
 Wittenberg
Members Absent: Terry Kotsatos, 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 May 22, 2014
- 3) Minutes of Board of Director’s Meeting, April 24, 2014
- 4) Treasurer’s Report -- Balance Sheet, Profit and Loss Statement, and Cash Flow Schedule
as of April 30, 2014
- 5) Proposed budget for fiscal year 2014-15 (draft, “version 7”)
- 6) Executive Director’s Report – May 2014 (attached)
- 7) Board committees list, FY 2013-14

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1. Executive Session. At the request of the board president, it was moved and seconded that the board go into executive session for the purposes of having a confidential discussion concerning personnel matters. The executive session began at 5:33 and ended at 6:27. The minutes of the executive session of the April 22 meeting were approved. There were no other motions. Proceedings during executive session are confidential. For this reason, the minutes of the executive session are not included in the public board minutes.

2. Announcements/Introductions. Remembering her pledge to increase the quotient of fun to work for board members, the board president led the board in the game of devising a movie star-ish name from the names of one’s first pet, middle name, town of birth and brand of first car.

3. Approval of minutes of the April 24 Board meeting. The board president referred the board to the draft minutes of the April 24, 2014 Board meeting that she circulated by email in advance of the meeting. She asked if anyone had any corrections. There were none. Donna Brorby made the following

MOTION: *“I move that the Board approve the minutes of the April 24, 2014 board meeting, as circulated in draft.”*

The motion was seconded. It passed unanimously.

4. Treasurer's Report. Connie Tritt, Treasurer, reviewed the balance sheet, profit and loss statement and cash flow report for April 30, 2014. There have been no significant changes in the Art Center's financial condition since last month. The Art Center will have a net profit (income exceed expenses) of \$60,000 to \$80,000 at the end of this fiscal year, even though it increased its payroll during the year beyond what was budgeted at the beginning of the year (\$63,000 on an annualized basis, though this was done during the year so did not cost the Art Center \$63,000 this fiscal year).

Connie reported that the finance committee has had some discussion of creating a "reserve fund" or "rainy day fund." A motion to establish a reserve policy and fund was discussed, but the board was unable to reach consensus. The discussion raised many questions. It was suggested that the finance committee consider the issue further, and come to the board with a recommendation when it has one.

Connie reviewed the draft (Version 7) proposed budget for fiscal year 2014-15. The board will be voting on the budget for fiscal year 2014-15 at the June board meeting.

5. Executive Director's Report. Ric Ambrose, Executive Director, reviewed his May report, which is attached.

6. Committee Reports.

a. Marketing Committee. Susan Brand, chair of the committee, shared new images of the finalized new logo.

b. Nominations Committee. Committee Chair Andi Biren introduced the slate selected by the committee to run for the board for three year terms starting July 1, 2014: Connie Tritt, Anna Blackman, Susan Wittenberg, Matt Jacobson, Ellengale Oakley, and Terry Kotsatos. Bob Connolly made the following

MOTION: *"I move that the Board approve the slate proposed by the nominations committee to run for the board for three year terms to begin July 1, 2014.*

This will be the second term for each of the candidates (which means that they must leave the board for at least a year at the end of their terms).

Andi referred to the 2013-14 fiscal year committee list and asked directors to consider whether changes should be made for the coming fiscal year.

c. Oliver Ranch Event Committee. Ellengale Toki-Oakley reminded the board of the upcoming special performance benefitting the Art Center at Oliver Ranch on July 12, 2014. She asked all board members to take invitations and send/give them to people who might make reservations.

6. Old and New Business. None.

7. Adjournment. The meeting was adjourned at 8:05 p.m.

Refreshments: Inez Brooks-Myers volunteered to bring refreshments for the June 26 meeting.

Upcoming Dates:

May 24	Breakfast Group Coffee & Discussion, 11 a.m. – 1 p.m.
May 31	Breakfast Group Coffee & Discussion, 11 a.m. – 1 p.m.
June 14	Annual Membership meeting 4 pm
June 14	Members' Show reception, 5:00 – 7 p.m. (live music)
July 12	Field Trip Fundraiser to Oliver Ranch – all day
July 24	Board meeting 5:30-7:30 p.m.

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.

Executive Director Report for May, 2014

Fund Development:

The Richmond Art Center participated in the nationwide 24-hour “We Give” campaign on Tuesday May 6th. The campaign is designed to celebrate the centennial anniversary of Community Foundations. Locally, the Art Center was invited to participate by the East Bay Community Foundation and the Richmond Community Foundation. Overall, we received 50 individual donations totaling \$3,300, exceeding our \$2,000 goal. The number of gifts was the third highest among the 160 charities participating in Contra Costa County area. This effort, marketed primarily through our eNews and social media accounts pushed us past our \$89,000 Annual unrestricted individual donor income goal. Congrats to the Development Committee and staff for helping us to achieve this important goal.

Grants:

We were awarded three grants, two of which were first time gifts. The Art Center was the recipient of grants from two Marin County Foundations: the Irene Scully Foundation (\$10,000) to support AIC curriculum development and teacher training; and the Crescent Porter Hale Foundation (\$35,000) for AIC operating support. These major gifts are significant milestones for the Art Center. Both foundations are based in Marin County and have recognized for the first time our work in the Richmond area which may have benefit going forward as they tend to provide continued support for designated grantees. The cultivation efforts required tremendous coordination between the staff and board, particularly Susan Wittenberg and Rebeca Garcia-Gonzalez. Both foundations conducted onsite reviews and required additional follow up. For the third consecutive year we received a \$2,000 grant from the Art4Moore Foundation for AIC art supplies.

To date we have secured \$77,000 of the budgeted \$117,000 in grants to support AIC for next fiscal year (FY14/15). We have submitted our request to the Savin Foundation to support the Art Center for the next three years at \$30,000 per year. They anticipate funding the Art Center’s Director of Exhibition salary for \$20,000 and a donor match up to \$10,000 per year.

Marketing:

We have finalized the selection for the new Richmond Art Center new logo to be used on business cards, letterhead, envelopes, catalogues and email templates and should complete the style guide in the next few weeks. The website redevelopment project is progressing however we are a couple weeks behind on the agreed upon timeline. We anticipate the due date will be extended by another month to August 2nd. Teri is in the process of hiring a copywriter and editor to support her work on this comprehensive project.

We have also recruited the services of a nationally known videographer and Richmond resident Robert Humphries to produce a two- to three-minute video on the AIC program which will highlight the importance of the program through the eyes and interviews of the Lake Elementary students, teacher and on-site coordinator participating in the program. This project will enable us to tell our story and celebrate the value of the program to our constituents, donors and foundations. This will be uploaded on our new website. Stay tuned –

we hope to show it at our July board meeting. The \$3,500 for this project is in the Institutional Marketing budget.

Programs:

Art Tours: The sound of kids enjoying the creative environs of the Art Center has ramped up over the past two months. Through a combination of AIC art tours and school group tours, we have easily exceeded your goal and have more than doubled the number tours/students over last year.

Weekend art programs: We are concluding a very successful spring exhibition and program series. We were acknowledged for our efforts in several major Bay Area papers and New York based blogs. The Breakfast Group's weekly Saturday informal gallery talks have attracted artists and enthusiasts from throughout the Bay Area and beyond averaging 50+ guests per week. Also, 14 members of the Group joined as members of the Art Center. This is the last week for Breakfast Group gatherings. The highlight artist is Nancy Genn who exhibited her work several times at the Art Center as far back to 1951. She will also be lending two Diebenkorn drawings for our Diebenkorn exhibit this fall.

Studio Program: We will end the fiscal year with a 22% increase in studio class/workshop enrollment, the highest annual increase in over a decade and the highest in gross income: \$266,000. Our success is a result of the hard work and dedication of Kato Jaworski and Nicole Kite.

Art in the Community:

The school year ends in a few weeks, but the AIC program will be growing strong with a full slate of youth activities planned for this summer. Briefly, they include:

- **Mural Project at Virtual Development Building** – Under the tutelage of muralist Frank Avarado and his assistant, 16 teens will work together to design and paint a large outdoor mural on the Virtual Development Building on Marina Way. This is a collaboration of the Company, the Art Center and the City of Richmond which is providing free transportation for the students from the Art Center to the mural painting site. Virtual Development will be paying for the direct costs of the project.
- **Three week Digital Photo workshop** – Students from Richmond High School will document what it is like living in Richmond and compose a one-minute video with audio narrative of their experience living in our community.
- **STEAM program** – two one-site one-week workshops for 32 elementary and middle school students.
- **Professional Development** – 20 hour professional development program for 20 Elementary Teachers to integrate Art into their core curriculum.

- **Rosie's Girls** – One-week workshop in silk-screening for 30 girls participating in the Rosie's girls partnership.

Staff:

In order to improve communication among the staff, we have instituted weekly all-staff meetings. This is essential to ensure that we can effectively coordinate our efforts and streamline operations, and to encourage new ideas or solutions to existing problems.

We have hired Nicole Robinson as the 32 hour a week Customer Service Coordinator. She will start next week. Bernadette Jones, Ryan Race and I participated in the final interviews. We will soon post the job descriptions for the full time Finance Director and Development Director positions.

We are in the final stages of recruiting a half-time AIC Coordinator to support Rebeca Garcia-Gonzalez and various administrative and afterschool sites evaluation efforts. We hope to have this position filled mid-June.