



## MINUTES

Board of Trustees Meeting  
Monday, August 19, 2019 @ 4:00 pm  
Hacker Lab, 4415 Granite Drive, Rocklin

- I. Call to Order at 4:10pm by Chairman Susan Hogg)  
In attendance: Susan Hogg, John Marin, Karen Killebrew, Twiana Armstrong-Bryant, Barbara Burge, Leslie Goto, David Kelly, Jim Crosthwaite. Absent: Ben Newman
- II. Additions to Agenda: Board dues update  
Discussion: Jim will check to see if any 2019-2020 dues outstanding and send reminder if necessary..
- III. Consent Agenda: Motion to approve Consent Agenda by John Marin, second by Karen Killebrew. Approved unanimously.
  - a. Approval of Minutes for June 17, 2019 Board Meeting
  - b. Financial Report
- IV. Action and Discussion Items
  - a. Placer County Contract was approved by Placer County Board of Supervisors on June 25, 2019.
  - b. Board Recruitment
    - i. John Marin and David Kelly will term out at the end of 2019. Susan Hogg will not return to the Board when her first term expires at the end of 2019.
    - ii. Discussion: Karen Killebrew will draft a Letter of Interest that may be emailed to potential candidates. She will also draft an Open Call for Board Members and Grants Committee members, which will go out in the August newsletter.  
  
The Board Recruitment Packet, Interview Questions and Recruitment Process will be sent to all Board members for discussion at the next Board meeting.  
  
The 4 open seats are in Districts 1, 3, 4 and 5.  
  
Aim for Candidates to have been interviewed and discussed by Board by October 21 Board meeting, with elections and onboarding before the end of the year.
  - c. Grants Committee: Jim Crosthwaite and Anita Menon have created new Philosophy/Guidelines for the Community Arts Grants. Open Call for committee members will go out in August newsletter, with new committee members to be in place by the end of the year, as Grants Applications will be reviewed Jan-Mar. Jim Crosthwaite asks the Board approve the new Guidelines at the September Board meeting.
  - d. Outreach Vehicle: No positive donation offers.  
  
Motion by David Kelly to acquire vehicle and apply logo, not to exceed \$6000. Second by John Marin. Approved unanimously.
- V. Committee Reports and Informational Items
  - a. Program Committee
    - i. Gala Overview

Karen Killebrew, Lesli Goto, Barbara Burge and Jim Crosthwaite participated in a Gala team meeting immediately prior to the Board meeting. If two more \$5000 sponsorships had been secured, the income would have met budget expectation. Actual income was \$4542.38. More attention to sponsorships will be required for future events to generate desired income.

Other observations: Need “ambassadors” to greet attendees, promote raffle ticket sales. Much better overall promotion needed, including social media. John Marin suggests adding a separate Gala Sponsor category (many sponsors were combined with Arts Guide). Add online auction. Stage manager needed to manage sound check, lighting, cues. More volunteers needed for set up, take down. Consider date after Labor Day. Reimagine VIP experience.

- ii. Upcoming Events/Call to Artists were presented by Jim Crosthwaite
- b. Placer County Arts Guide has been published. 20,000 copies were printed. A distribution plan for 15,000 copies is in place with Style Magazine and has begun. \$3600 will be spent on the distribution plan. The additional 5000 copies will be distributed to Studios Tour artists and gallery locations.

The projected income from the Arts Guide is \$12,675. The cost of last year’s Studios Tour Guide was \$6800, which has been rolled into the Arts Guide this year. A final financial report was not available at the Board meeting.

- c. Studios Tour report by Karen Killebrew/Jim Crosthwaite. Keiko is doing a great job of coordinating. 93 artists are signed up. This is the earliest the Tour Guide has been published, so artists and venues will have them well in advance of the tour. The committee will meet later in August to finalize details on Preview shows and Taste of the Tour reception.
- d. Arts Organizations Meetings will begin again in September & October.
- e. Placer County Film Festival/Art Fest: Jim Crosthwait made a request to form an Exploratory Committee. Karen Killebrew suggested that the Program Committee perform this function.
- f. California Arts Council has approved a top tier grant of \$45,000 to ACPC as the State/Local Arts Partner for Placer County. This is a huge improvement from a year ago when we were in the bottom tier. Kudos to Jim Crosthwait and Laura Storm for a successful application.

VI. Adjourn at 6:30pm.

NO EXECUTIVE SESSION

Respectfully submitted,

Karen Killebrew, Secretary