

BOARD MINUTES
BOARD OF TRUSTEES ACPC
Wednesday, October 19, 2022 – 6:00 p.m., Zoom Meeting

- I. **Call to Order/Welcome:** B. Burge (Chair), T. Armstrong (Vice Chair.), J. Gillmore (Secretary), G. Gonzales (Member), C. High (Admin.), P. Storm (LemonTree), D. Frank (Graphic Design), T. Branson (Web Master), B. Wauters (ACPC Bookkeeper), Deidre Trudeau (guest), Delgreta Brown & Gloria Beverage (prospective board candidates). Excused Members - J. Stevens, T. Walker and U. Lewis.

- II. **Additions to Agenda:** None

- III. **Public Comment,** Limited to 3 minutes each or 15 minutes total: None

- IV. **Consent Agenda.** Items to be approved with one vote unless a Board Member wishes to remove an item from this Agenda for discussion and a separate vote:
 - a. **Approval of Minutes of September 21, 2022, Board Meeting - MA/Twiana**
[Moved/Approved]

- V. **Board of Trustees Discussion Items**
 - a. **Budget** – Barbara Burge and Barbara Wauters – Julie questioned #8190 Guide Expenses, Barbara W. explained she left in the higher expenses (compared to last year) as this was a guess as she didn't have enough information yet, especially from printers. B. Burge said that further discussion would be available in the closed session after the board meeting. Budget approved as it stands with the understanding it would be adjusted in the near future. **Budget approved.**
 - b. **Website** – Trent Branson – B. Burge – there have been previous discussions about the changes needed to be made to the website to improve accuracy/timeliness and to modernize it. Both sections of Trent's proposal (which will be adjusted slightly from the copy sent with the agenda) needs to be approved. The website changes are included in our scope of work to Placer County and will include an updated and accurate directory, and changes to the grants section among other things. He wants to modernize the theme in phase 1, WordPress will remain the same, add some creative page loading, upgrade and redesign the directory, increase accuracy and update information for all the artists listed. Julie noted that from a user standpoint much of the information is outdated now, what will be done about this. Trent said that he wanted to centralize duties to edit and will be addressing timely edits. Changes are on hold until the new site is up, no sense doing them twice. Julie asked will the directory reflect all forms of art rather than mostly painters. Trent agreed and there will be a performing arts section and he will incorporate a larger list of categories. Trent said he needs more eyes on the site so that changes are kept up-to-date.

- c. **Arts & Cultural Guide distribution status** – Darci Frank – Thanks to volunteers and board members who were available to help deliver. Digital guide has been distributed as well and is available on the website thanks to Trent. Would like to have half the remaining bundles go out during the Tour. Will share social and digital links and web page with artists. There are 30 bundles left in storage. Some will be handed out during the Tour, Janet Nicholson will bring to the Taste of the Tour. Darci will distribute when she's out and about and will update the spread sheet of locations. Artists will share the digital version. B. Burge – if we do the Rocklin Parks & Rec. we could have some there.
- d. **Board Candidates Question & Answer Period** – Twiana Bryant-Armstrong – Does anyone have any questions for our two prospective board candidates: Delgreta Brown and Gloria Beverage and do the candidates have any questions? B. Burge talked about the fact that board members are passionate about ACPC, that everyone gets along, they share ideas, are respectful, and promote all the arts in Placer County, and expects new members to be the same and be willing to do the work. Both candidates have stellar resumes. Candidates will be contacted immediately after the closed session. Candidates had no further questions.

VI. **Managing Director Report** – Barbara Burge – There is a lot going on during this transitional time while we get all the information we need after Jim's departure. It's all good and gave a big thanks to the staff for their help and support. Our executive team, Julie, Twiana have been amazing. I'm wearing two hats now, Managing Director and Chair/CEO and using the team to arrive at decisions so it's not just me making them. We are fortunate to have great staff and executive team.

VII. **Committee Reports and Informational Items**

- a. **Grants** – Barbara Burge – We received 34 applications for the first period that closed September 30 and will be working on them in our 10/28 meeting. The grants committee is changing with 3 non-board, 2 board members, 2 new members (1 board), I'm stepping down from the committee and Tiffany will be taking my place, along with Leslie Goto, Mark Reimer, and Terry Olsen. We used to meet every four months, now meeting every 3 months in line with Placer funding.

There is a new grants spread sheet designed by Patrick that will streamline the voting as it now will be done digitally. Patrick said there will still be a hand count too. Barbara B. said we've never had 34 applications. Placer gave us a \$35K upgrade to the past \$80K so we are at \$115K. The requests for grants for the first period total \$105,809 and we have \$28,750/quarter to give out, so we have a lot of work ahead of us. We are processing grants every three months now and it's a great deal of work. We just sent the county our invoice and update report and highlighted the discrepancy between what is requested and what we must give.

B. Wauters asked whether it was a board decision to have 4 cycles. B. Burge – the decision in the past was based on the executive director and the grants

committee. We may come back to the board to change to every 4 months or possibly 6 months.

The next grants committee meeting is Oct. 28 at 6:00 p.m. and board members are invited to sit in on this Zoom meeting. Patrick will tally the votes and Catherine will note the information.

- b. **Cultural Mapping Study** – Darci Frank – Mark Salinas will provide deliverables and Phase 1 report at the November 16 meeting.
- c. **Arts and Culture Month** – November – Barbara Burge – Trent has updated the website. 10/27 Zoom meeting with arts organizations and local arts partners and to roll out the AEP6 survey.
- d. **AEP6 (American for The Arts Survey)** – Darci Frank – This is a national arts survey, economic impact survey. It's a 12-month project and we are 6 months into it. Will meet with them next week. Our task is to conduct in-person surveys at events to reach a variety of art groups. We have 10 on the list, but need more performing events, festivals. Information will be captured at the event in person, no Zoom, social media, or email etc. collecting. Barbara asked everyone to do some surveys for us. Darci and Patrick will distribute the information you need. Please give Darci a list of events to attend. We'll use the grant recipient list, non-profits and our own database will be expanded as a result of this work. Darci - Forecast is sharing their database for our AEP6 Study. We are working fast and furious to gather data and meet deadlines. Appreciate input from anyone on the list of events for collecting surveys, both paper and on-line. We need 50 surveys collected at 16 events, especially those that reach BIPOC (Black, Indigenous, People of Color) or ALAANA (African, Latinx, Asian, Arab, Native American). Meeting with Americans for the Arts project staff next week to answer questions and address issues.
- e. **Marketing and Media Update** – Patrick Storm – I've been busy doing interviews at Work of Arts Studio in Auburn; Wild Things interview on Saturday; CBS and Good Day Sacramento; 8 arts related interviews we've done. Delgreta asked if we've considered doing a podcast to reach out via social media. Patrick said we are open to any cross-media, but we are very busy. Barbara B. said that the Rockstar Academy has a studio, and that we have given funding to the Caged Bird in Auburn (teens and hip-hop group). Twiana asked for ideas of podcast groups we could partner with. Patrick said we do have a YouTube channel.

VIII. **Adjournment** - Meeting Adjourned at 7:03 p.m.

Closed Session followed with B. Burge, T. Armstrong-Bryant, J. Gillmore, G. Gonzales, B. Wauters, Patrick Storm, Darci Frank, Trenton Branson, Catherine High from 7:03 – 7:29 p.m.

Next Board Meeting: November 16, 2022, 6:00 p.m. Zoom