



GENERAL SESSION MINUTES

MARCH 27, 2013 approved 042413 Dale/Chuck/Unan

BOARD MEMBERS		BOARD MEMBERS	
LILIANA CUNHA, President	Present	CHUCK BUSH	Present
RICK KELLER, Vice President	Present	NICK SCHWARTZ	Present
DALE MOYER, Secretary	Present	STEVEN DEDOLA	Absent
JOHN CORNACCHIA, Treasurer	Present	LUCIA ZACHA	Absent
JANIS PORTER	Absent	LINDSAY SHIELDS, ED	Present

Visitors: Mark Adler, Kim Thoman

Motion ID	Motion	1 <sup>st</sup> /2nd	Disposition
M032713.01	General Session 022713 Minutes approved	Dale/Rick	UNAN
M032713.02	Motion to invite Mark Adler to the board	Chuck/Dale	UNAN
M032713.03	Motion to adjourn	Chuck/John	UNAN

Action ID		Owner	Status
A102412.02	Sell the Fisher sculpture.	Megan	MEGAN LOOKING INTO IT
A092612.01	Follow up with Norman DeVall re Tiger Tigress	Liliana	LILIANA WILL CALL DE VALL

Color code: BLUE= past Board Action. RED= ASAP

Call to Order: 4:07 PM by President Liliana Cunha

Corrections to Minutes: The figures regarding the Executive Director’s comments were actuals.

Gem and Mineral Society CHANGE: “Dale Moyer will visit the club” instead of Rick Keller.

Passed unanimously after corrections.

Welcome and Introductions: NA

Approval of Minutes: Dale Moyer  
M032713.01: GENERAL SESSION Minutes 022713, Dale/Nick; Approved Unan. with corrections.

President’s Report: Liliana Cunha

- Mark Adler, a prospective board member, will be visiting
- Will do board retreat follow up at the next fund development meeting.
- John Cornacchia now will serve as ‘Education Committee’ chair



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- Dale Moyer is chair of Marketing/Publicity committee
- Garden Tour: 4 beautiful gardens committed. 3 or 4 other possibilities as well.
- Oscar night netted just over \$3000. Good return for the first time on a new event. Plan now for a bigger better event.
- Ceramics Fundraiser netted \$2500.
- New Board Secretary is needed. Marja Kay, Registrar, will act as Recording Secretary for board meetings only.
- Albion River dine out was a success. We filled 2/3 of the room. Owner, Flurry Healy, loved it and is happy to have us more than once a year.
- Annual meeting is coming up in April. A meeting of the entire board is needed to discuss committees, leadership, etc. The April 18<sup>th</sup> Executive Meeting will switch to a Planning Meeting for the Annual Report starting at 3:30pm.

### **Executive Committee Report:** Liliana Cunha

- Rick to speak with Babs Levine regarding our volunteer coordinator position. John offered to call Mimi Block with the same question.
- 4<sup>th</sup> of July Float committee chair is needed.
- Board Secretary is needed.

### **Treasurer's Report:** John Cornacchia

- February grossed \$33,355. A loss of \$7,981.
- If it wasn't for fundraising, the loss would have been \$3000 more.
- \$5000 ahead in fundraising for this month.

### **Nominating Committee:** Chuck Bush

NA

### **Executive Director's Report:** Lindsay Shields

- Construction is two weeks behind, supposedly because we are "waiting for an inspector".
- Targeting new foundation sources with Mickie that we think we may be helpful for a Gallery Assistant position to continue with AAM Certification.
- Norman de Vall may also pass request this to the George Rickey Foundation.
- Engagement letters for our 2012 taxes from Jerry Murphy have been received. Two more quotes have been requested.
- We are changing over from UTS to EDD workers comp which should save us close to \$8000 per year.
- The Savings Bank of Mendocino County will be our new credit card system.
- Lindsay will be meeting with Sonoma State University to discuss accreditation and partnering issues.
- On April 26th, the Dean of Fine Arts from Chico State will be visiting to discuss partnering in a variety of ways.



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- Sunday, April 7<sup>th</sup> is the first of our 2013 Gallery Music Concert Series, produced by Marja Kay

**\*\*Prospective Board Member, Mark Adler, arrived as a Guest at 4:30pm.**

### **Committee Reports:**

#### **Fund Development Committee:** Entire Board

- No report. New dates were decided on for meetings; the next meeting is April 11<sup>th</sup> 4pm.

#### **Marketing Committee:** Mike McDonald/Dale Moyer

- Summer brochure is almost complete. The printed brochure will arrive in 10-14 days.
- MAC is mentioned, with a photo, this month in Metro New York Newspaper under “Most romantic getaways in 2013.” First MAC was mentioned, as well as the Artist’s Co-Op.
- On April 13<sup>th</sup>, MAC will host a writer from Western Art and Architecture. The column will be on Mendocino County and will include the Art Center. Mike will give her a tour of the Art Center.
- Google Adwords Update: geographic knowledge of where people are coming from. Mike will sift through the report to make it simpler for a presentation. We’re really big in Toronto for some reason. Will do more research.
- Review of great Google Adwords news: January 600 click-throughs. Updated keywords at that point to keep things fresh. February has 4800 click-throughs. Already at 4900 click-throughs for the month of March so far. Google grant has helped, but the last email blast was a major boost.
- Yesterday’s email, to remind people about the early bird discount, brought over 700 click-throughs.
- Liliana would like to look at Mike’s list of all art schools in California for our Plein Air event mailings.

#### **Gallery / Exhibition Committee:** Janis Porter

No report

#### **Education:** John Cornacchia

There will be a report at the next board meeting.

#### **Facilities Committee:** Rick Keller

The facilities committee did not actually meet this month, however lots of things have been discussed. First and most important, the rebuilding of the office area is well on its way and two weeks behind schedule with an estimated completion date in late April to early May. There have been change orders and costs have gone beyond what we will



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receive from the insurance company. Three significant items are: replacing windows in the offices, bringing the stairs to code and replacing half of the roof in the office area. Also, a central heating system will be in the attic area and not crowding the upstairs office. It is thought that future boards and administrators would think us remiss if this work was not done at this time.

Upgrades in the jewelry studio are progressing very well and, thanks to John Cornacchia's considerable donation of time, money and supplies, there is a state of the art ventilating system now in place. Nancy Gardner has done a superlative job of arranging, building and painting new structures to make the studio enviable in our community and beyond.

There is good news and not so good news in the sculpture area. First the area looks a lot better, but it has come to my attention that we need some equipment, that we do not have the capability to do bronze casting and that there may be a lack of order concerning who is working there and how the MAC is being reimbursed.

The Avery deck has been power washed and stained. There is a bit more staining to do and it will be done as weather permits.

### **Introduction of Mark Adler:**

- Chuck Bush, Chair of the Nominating Committee, introduced Mark Adler.
- Mark's background: This is his 22<sup>nd</sup> tax season and he has done taxes all his life. Wants to hike, camp and kayak and it's all here in this area. Thus, he is here to enjoy a different pace while he continues his work. He bought Richard Green's practice in Mendocino.
- He has dealt with non-profits before. Mark worked with a tax firm in SD that had a niche in non-profits. Has mostly done tax work, but can help with audits. He is still on the board of the Firehouse Museum of San Diego.
- Chuck will follow through with Mark.

### **Kim Thoman: Creative Retreat**

#### **Guest to the board meeting describes her experiences at MAC:**

- This is her 5<sup>th</sup> time back for a creative retreat and she loves MAC.
- She is from Bay Area and has just retired from teaching. 20 years ago she began going away for the summers to paint. She decided to come here and rent a studio. She comes and stays in the apartments and also rents a studio.
- Stop by anytime to see her work. She mixes 3D printing with oil painting (mixed media)

### **Old Business**

- Previous Action Items were reviewed & updated.



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### New Business

- Marja Kay will serve as the new Recording Secretary
- Rick Keller will approach Pat Scott about heading the 4<sup>th</sup> of July Float Committee.
- Alternative Education Week (April 8-12). Karen Bowers asked that board members host the students once during the week. Six High School students will join us for a week. A sign-up schedule was passed around.
- Discussion regarding Mark Adler. It was agreed to invite him to be part of the board after tax season.
- **MOTION M032713.02** to invite Mr Adler to be on board. Chuck/Dale, passed UNAN. Chuck will let him know. Need resume for files and need some documents signed – this doesn't need to be done until after tax season.
- The board needs an attorney: Suggestions included Albrecht, Rod Jones, Kelly Hallberg, Judge Leland.
- Rick Keller suggested that Dale send minutes by email to save paper.
- Nick Schwartz said the NCECA trip was a success with Ceramics AIRs. One visitor from Hawaii will apply to Artist in Residence program. Conferences are extremely important for each department as a direct marketing tool, and he would like to see funding in the budget for conferences.

### Next Meeting:

Executive Board Tuesday, April 16, May 14, June 18

General Session Wednesday, April 24, May 22, June 26

### Adjourned 5:39 pm

M-022713.03: Motion to adjourn: Chuck/John, Approved Unan.

A handwritten signature in black ink, appearing to read 'Dale Moyer', with a long, sweeping flourish extending to the right.

Date: March 27, 2013

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**Dale Moyer, Secretary**

**Approved 042413 Dale/Chuck/Unan**