

MINUTES
Beaverton Arts Commission Board of Directors Meeting
Tuesday, October 20, 2009
6:30-8:30 PM

Meeting called to order by board president, Kevin Hoover at 6:37 PM.

Present: Kelly Quashnie, Kevin Hoover, Jayne Scott, Diana Sullivan, Melissa St. Onge, Andrew Loomis, Laura Rawlins, Lori Delius, Robert Schulhof

Members Excused: Joel Schultz, Don Scorby, Kathy Gaona, Warren Smalley, Eva Nunez, Stephen Thompson, Shelley Johnson

Guests:

- **Clarinda White – Fundraising Consultant**
- **Cynthia Rozanc – volunteers with BAC and updates our website.**

Board Minutes & Treasurer's report

September Minutes

Diana motioned to accept the Minutes and Robert seconded. Motion passed.

August 2009 Treasurer's report

Reviewed by Diana regarding changes from last month. Lori motioned to accept the Treasurer's Report and Melissa seconded. Motion passed.

Board Business Items

- **Web Task Force Update:** The web task force is waiting to hear back from Carol Cartier from Catatilla Design who is to produce reports on the current website as they plan for the future site.
- **Membership Task Force Update:** Decided to move away from "membership" to "donor" base organization. This would involve a charge fee for artist's services and allow for a more upfront approach as to what the system is. Andrew motioned to accept the membership to donor change, Laura seconded.
- **Showcase Task Force Update:** The committee met to brainstorm and pull together a list of a showcase target market of potential buyers. Working with the Beaverton Economic Gardening program to obtain mailing list from those targeted.
- **Denny's Dance Update:** Dance will be held February 13th @ 6:30 or 7pm at the Tiger Woods section of the Nike Campus with catering from one of Nike's caterers. Clarinda commented that it's not too early to put together baskets (donations from each board member or someone else) for the auction at Denny's Dance. Baskets must be a minimum of \$50 retail value. She has forms for everyone. Board to work on now until Thanksgiving. Committee meeting every 2 weeks. Volunteers are need from both the BAC and Foundation to help at the event. Volunteers to welcome, run auction and clean-up. May not be a volunteer and "attend" event. Clarinda volunteered to set-up. All Board members are asked to give Jayne a commitment if they are volunteering or attending.

- Beaverton Civic Theatre Update: 23 theatres participated. Increased mailing list and allowed to experience the quality. It's a Wonderful Life radio version will air on Christmas Eve. A grant was given for the season brochure. There are spots at the Beaverton Farmers Marketing. Tree lighting will be held at City Park near the Library on November 4th.
- End of Year Appeal Workshop: Diana and Jayne attend the Willamette Valley Development offices seminar and review the PowerPoint presentation that Kim Klein did on "Getting the MOST out of Year End Fundraising". Some key points were; Seasons of Fundraising, Pause for Review, Goals, Timing for Acquisition, Retention and Upgrade, Email Campaign, and the Six Year End Strategies. Copies of the PP preso were handed out at meeting. Note: People are more willing to give for a purpose.
- Clarinda also brought up the "Thank-a-thon". Noting that 88% of corporate donors would give again if a thank you call came from a board member 6-8 weeks before another ask. She has a script for this call.
- Public Art Commission @ City Park Update: Artist have been narrowed down to two finalist; Bill Will, Gloria Bornstein and Richard Taylor. Tours of the space with the artist have begun. Each will provide a proposal for the art piece they propose creating for the space at City Park. The call for entries was a National & British Columbia call. There were ~250 applicants. The finalist are from Portland, Seattle and Missouri. Artist presentations will be held on December 15th and the art piece will be installed in mid-2010.
- Discussion re: Fundraising – Clarinda White –
Clarinda re-reviewed the updated "work-in-progress" 2009-2010 Fundraising Plan for the Beaverton Arts Commission.
 - "Patrons" are those who donate \$500.00 and up
 - "Friends" are those who donate \$499.00 and below

Beaverton Arts Foundation letter of appeal – if you donate \$50 to both the Oregon Trust and BFA you will receive a credit on your state taxes for \$100.00 (must give to both to receive credit).

Keep a running list of people who say they want you to get back to them later regarding a donations gift. Be sure to follow-up at a later date with them.

A motion was made by Andrew to accept the BAC Fundraising Plan for 2009-2010 as a work in progress, Kelly seconded.

- Voting for the 2010 Board will be held at the retreat in November –
Clarinda re-reviewed the updated "work-in-progress" 2009-2010 Fundraising Plan for the Beaverton Arts Commission.
 - Diana - President
 - Don – President, elect
 - Kathy – Treasure
 - Kelly – Secretary
- Brief Updates

- Mural Dedication at the US Bank will held on October 30th at 9:30am
- Showcase Submissions – Online @ CAFÉ until October 30, 2009
- Holiday Open House and Tree Lighting will be held November 4th – In need of Face Painters for the event.

- BAC Retreat will be held November 17th from 6:00 – 9:00pm. Working on details of the retreat. Need to confirm a location, may be BYOB. Agenda items will be: Increasing sales/sponsors/donors at Showcase and Denny's Dance and updating strategic plan. Car/Gift Card will be presented to Joyce Kurtz. Cost ~\$25.00 each. Diana will check into JoPa for Nov. 17th. Location TBD

- Board Recruitment – we will need to fill three positions as Robert, Joel and Ava will be leaving us. Potential recruitment: music rep, literary arts rep. and possible student recruitment for Jr. &/or Sr.. Interviewing will take place the week before Thanksgiving.

- Nov. 11th Andrew will judge the Human Rights Poster Competition.

- Lori will tentatively bring the drinks and refreshments to the Dec. 15th meeting.

Kevin called the meeting to an end at 8:05 PM.