

MINUTES
Beaverton Arts Commission Board of Directors Meeting
Tuesday, September 15, 2009
6:30-8:30 PM

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

Present: Joel Schultz, Kelly Quashnie, Kevin Hoover, Stephen Thompson, Don Scorby, Jayne Scott, Diana Sullivan, Joan Chapin, Kathy Gaona, Warren Smalley, Melissa St. Onge, Shelley Johnson, Andrew Loomis, & Bob Schulhof

Members Excused: Laura Rawlins, Lori Delius, & Eva Nunez

Guests:

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

Board Minutes & Treasurer's report

August Minutes

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

August 2009 Treasurer's report

Tabled for next month. W had a lot of discussion, but not vote made.

Board Business Items

- Update re: Facility – Jayne will update us as she receives more info.

- Discussion re: Fundraising – Clarinda White –
When the year begins many organizations create a fundraising plan. Many organizations put the plan aside because no one has taken responsibility for different categories. BAC board members need to take responsibility for different activities. An example of our plan was created by Clarinda. We spoke about sending new membership renewal letter to individuals who've given less than \$100 and ask for an additional gift from what they gave the year before. For those who increase their giving, we'll give something extra for those who upgrade with \$10 get a little bonus such as a book mark. We spoke about whether BAC is a membership or a charitable organization. Clarinda believes that BAC can be both. We should feel comfortable asking for a donation quarterly but also send other notices to these members without asking for money. Diana suggests that when we ask for money, we'll have a reason for it. Stephen continued this thought by suggesting that the Gala event is changed into a ticketed event. Then we can give the donors a number of tickets depending on how much they give. Moving on to new members, we have three opportunities to get new members: showcase, Denny's Dance, & Cultivation calls to individuals. Goal is 12 new members at \$25 each. How can we individually help get new members? Ten board members committed to getting new members. Lori would like to have a better way of articulating what a member gets. Clarinda suggests that instead of suggesting membership; suggest being a donor instead. Kathy suggests that we should go first to the donation then later suggest membership. Clarinda suggests that we may be getting hung up on the word "member" vs "donor" what our goal is to raise money. We may need to create a case statement for the BAC. It is very difficult to write an interesting statement. Clarinda passed out a flyer from a hospital in Arlington, TX listing ten reasons why someone should give. Clarinda

suggests that we should come up with a list of ten reasons why we should give will benefit our organization. Don suggests that we should add this list to our newsletter to our members and see if they'll bring in new members/donors. Kelly suggests that we should visually add to our website stories about what we're doing in our community. Also, add a list of corporations (including logos) who have donated, so that others can support those businesses or other businesses might be willing to donate so they can add their logo to our site. Marketing community will meet this fall: Kelly, Kathy (will send an e-mail to this group to set up dates & times to meet – add Jayne to this list), Shelly, & Laura are on this community. They're planning to meet before next meetings. Warren suggests that we should set up a T-shirt based on a donor/membership level. We'll need to do more research on this topic. Jayne suggests a new membership committee – Warren, Don, Bob (will set up the meeting), & Stephen are on this committee (Clarinda and Jayne want to be invited).

- Brief Updates
 - Bold = Ambassadors needed
 - Dates needed:
 - Online call to artists – major commission/City Park deadline 9/30
 - BLT
 - Received unsolicited \$1,000 donation
 - Internship ends (Elaine) will work as extra help
 - Unveiling of first mural – Sept. 21st
 - Proclamation – Arts & Humanities Month
 - Portland Open Studios
 - October 10, 11, 17, & 18th
 - Expanded to Beaverton locations.
 - Spirit Mtn Letter of Intent
 - Allow us to apply for a grant
 - Showcase call
 - Deadline Oct. 30th
 - Kevin made a motion to make a formal written request to the Beaverton Arts Foundation to request money for \$4,000 for Beaverton Last Tuesday, \$4,000 for Showcase, & \$6,500 for scholarships. Stephen seconded. Motion passed.
 - Scheduling joint meeting with the Beaverton Arts Foundation on the first Wednesday in January 2010.
- New Business
 - Refreshments for Next Month – October 20th – Clarinda White
- Board Retreat
 - November 17th at 6:00 – 9:00 PM (tentative end)
 - Cost Approx. \$25 each
 - Board Recruitment – emphasis on diversity
 - Bob will take a look at Raccoon Lodge, Stephen will check out Ernesto's, & Kathy will check out Mingo's.
- Board recruitment
 - Make suggestions
 - Emphasis on diversity and grant writing experience

Kevin called the meeting to an end at 8:28 PM.