

Artesia Arts Council, Inc.
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Minutes of November 5, 2008 Meeting

Artesia Arts Council Board/Members met on Wednesday, November 5, 2008, at noon in the Ocotillo Performing Arts Center (310 West Main). President, Anne Hollinger, called the meeting to order at 12:08 PM.

Those in attendance: Lynette Throneberry, Anna Byers, Cheryl Martin, Dave Boneau, Hayley Klein, K'Lynn Childress, Betty Kay Skinner, Katie Parker, Anne Hollinger and Lisa Frederick. Barbara Britain and Shaye Coats were excused absences. A quorum was present.

Minutes

- A. Past Secretary, Lisa Frederick, presented the minutes of the October 1 meeting. Dave Boneau made a motion to approve the October minutes as presented. Second by Cheryl Martin and passed.

Treasurer's Report – Dave Boneau

- A. The balance in the regular account is \$10,000. There is \$160,000 in the Building Fund at First National Bank. The endowment account at Merrill Lynch has a balance of \$99,000.
- B. Paid Texas Scenic \$55,000 for curtains and lights.
- C. AAC received \$195,000 from Estelle Yates for the Ocotillo Remodel.
- D. \$5,000 toward the build out of the Filter Coffee shop has been paid to Mr. Clements, contractor.
- E. The Chamber of Commerce has spent \$3,500 on paid advertising for the Ocotillo thru KOBR TV.
- F. Also included in the Treasurer's Report was the quarterly report submitted to the SP Family Foundation and the list of checks paid for the past two months.
- G. Hayley Klein made a motion to approve the November 5 Treasurer's Report as written. Betty Kay Skinner seconded the motion. Motion passed.

Old Business:

- A. Façade Improvement: Dave Boneau has gotten the form from the City of Artesia for the building permit. He is looking for the legal description of the property to complete the form.
- B. Company Credit Card: Dave has had a credit card offer come in for Chase Bank with an \$18,000 limit with Dave Boneau and K'Lynn Childress's name on it. Lynette Throneberry has looked into some offers and will talk to Dave about them further.
- C. Grand Opening: Anne and Lisa are working with Patty Fry on the menu. We are still looking at several plaque companies for the Donor plaques. U.S. Bronze and Eerie Landmark were both mentioned.
- D. Anne Hollinger announced that we need to come up with a set of procedures and policies for the theatre. She called for volunteers to sit on this committee. Dave Boneau, Anne Hollinger, K'Lynn Childress, Cheryl Martin and Anna Byers volunteered for this committee.

New Business:

- A. An employee evaluation (90 days) for K'Lynn Childress will take place soon. Anne Hollinger, President, announced that an evaluation would be conducted for Lisa Frederick as well.

Committee Reports

Chamber Report-Hayley Klein

- A. Hayley announced that the Chamber of Commerce can help with advertising. The Chamber has a master list of NM advertisers and can let AAC know who is easy to deal with, who to contact at each business, etc. Hayley and Anne will work on PVT advertising together.
- B. Overall Balloons and Bluegrass went well. The Chamber is looking at implementing several changes for next year.
- C. Light Up Artesia is December 4th.
- D. The Rotary sign will be up before Christmas (20th and Main Streets) and can advertise AAC events.
- E. The deadline for the 2009 Artesia Events brochure is December 10. Dave will get something to Hayley for this.
- F. The Chamber has a show that will run on Channel 6 this Sunday night. Anne and K'Lynn will be taping for this show. Hayley mentioned we may want to talk to Cody Price and Suzie Corbey about doing a regular show of our own for the Ocotillo.

Building Committee – Dave Boneau

- A. A contractor, Kevin Clements, has been hired to work on the retail space attached to the Ocotillo (Filter Café).
- B. The delivery date for the metal sign was supposed to be 2 weeks ago. Dave Boneau plans on checking into this.
- C. Punch list: Dennis from Jaynes Corp. has done a really great job of getting the additional work done. New items were added this week to the punch list. Jaynes says they will seal the lobby floor and charge us for the work. They stated that it was already sealed according to the manufacturers specifications. Work was done on the outside railing.

Art in the Park – no report

Artesia Community Chorale – no report

Artesia Community Theatre – Betty Kay Skinner

- A. Steel Magnolias will have a “semi dress rehearsal” tonight. Ticket sales are going well.
- B. The TNM 2010 Spring Conference is slated to take place at the Ocotillo in March 2010. Lisa will get the dates to Dave Boneau and K'Lynn Childress so they can keep those dates on the calendar clear when booking next seasons shows.

Volunteer Coordination—Barbara Britain

- A. K'Lynn reports that there has been a great interest in volunteering and she will utilize people more effectively and efficiently for the shows this spring.
- B. There will be another round of training on the light and sound equipment as well as box office and ticketing training soon.
- C. Having businesses (such as the Door of Opportunity, Lois Oliver Realestate, and the Marine Corp League) work the door for shows has worked very well.

Programs and Publicity– Dave Boneau

- A. November is very busy. Along with the ACT show, there are two workshops, one outreach, 3 concerts and the Grand Opening.

- B. We are still looking at the logistics for having a craft show in conjunction with Light Up Artesia, December 4. Some discussion took place about whether or not we could have it in the lobby of the Ocotillo. There is a show in the Ocotillo that evening. When we know what we are doing, we will let the Chamber know so they can advertise for us.
- C. We discussed the need to do more advertising for our concerts-not just the PSA's. We discussed advertising in Roswell and Carlsbad as well as on the PBS station in Portales.
- D. The next P & P meeting will be held on Wednesday, November 19 at noon at The Garden Cafe.

Grants – Dave Boneau

- A. It is time to start working on the NM Arts grant. The deadline is early December.

Community Concert Association – Dave Boneau

- A. Dave reports that the Concert Association has given Live Onstage the 2009-2010 ACT dates. We have four concerts booked through Live Onstage but no actual dates pinned down yet for those 4 concerts.

Fundraising Committee –

- A. A proposal was made to merge the Fundraising committee with the Grant committee. It was agreed that all of our fundraising efforts should be streamlined into 3 major areas: grants, private/corporate sponsorships and special events/fundraisers.
- B. Hayley Klein again mentioned the dinner fundraiser idea where attendees “buy their dinner” and everything that accompanies it. Each dinner table is headed up by a local celebrity who sells tickets to the event and then leads the table. The committee can talk further with Hayley on this idea.
- C. Anne asked for volunteers to sit on this committee. It was agreed that we could have volunteers on this committee that aren't on the Board of Directors.

Membership Committee – Dave Boneau

- A. Membership is up to 180 and approximately \$180,000.

Nominating Committee –

- A. Anne Hollinger reports that Rosemary Knorr would like to be considered for a Board of Director position next season-2009-2010.

Poetry in Motion – no report

Directors Report-K'Lynn Childress

- A. Website: AdVenture Marketing has created several proposals for the new home page and has submitted them to K'Lynn and the website committee for review. They are also creating a new logo for AAC that would coordinate with the Ocotillo logo. Some other changes to the home page include a drop down menu, a less wordy homepage, and there is now an “about us” page for general AAC info. K'Lynn showed the Board 3 samples and will email them to Kevin and Lynette Throneberry. The price change for the new website would be a one time \$1,500 revamp price and a quarterly increase (from \$150) to \$275 for maintenance. Maintenance includes any updates we make to the schedule, calendars, pictures etc. (basically as many updates as we need to make).

The next regularly scheduled Board meeting is scheduled for December 3, 2008 at noon. The meeting will be held at the Ocotillo Performing Arts Center, 310 W. Main. Anne Hollinger adjourned the November meeting at 1:28 PM. These minutes respectfully submitted by Lisa Frederick, Past Secretary.