

SUMMIT ARTSPACE BOARD OF DIRECTORS MINUTES FROM JAN 28 MEETING

Toby Weber brought the meeting to order at 8:07 a.m. Before it started, board members toured the former YES offices on the first floor.

Kaley Foster, a board shadow at Leadership Akron also active in Torch Bearers, joined us.

Board members introduced themselves to Foster.

Present:

Allyson Boyd
Brenda Cummins
Barbara Feld
Joanne Green
Elaine Guregian
Paul Jarrett
Chris Miller
Christy Page
Laurie Patterson
Randy Pope
Hilary Stewart
Toby Weber
Susan Yingling

Approval of minutes from September 24, 2016 meeting

Moved: Brenda Cummins

Second: Paul Jarrett

Treasurer's Report

Comments by Christy Page:

Total equity is \$268, 498. We are behind for the year about \$24,000, possibly reflecting a timing issue for receipt of grants. Board contributions will be consolidated with other contributions.

Expenses are down by about \$23,000. Net income about \$7,000 more than we budgeted. Finance committee has met and expects to meet again shortly.

Joanne Green said we have commitment to/have received \$35K, with 10 grants outstanding. GAR will decide in Feb., following a good site visit in February. Christine Mayer/GAR wants to see our draft strategic plan. Green said we ran our first fundraising campaign and Jan. financials will reflect that.

Our board is at 100% participation for contributions. The board gave in excess of \$4,000-- exceeding our goal of \$2,500. Green said we are on track to meet or exceed fundraising expectations for the year. She and Linda Schradel are reviewing reporting of

P&L line by line to clarify revenue and expenses and make sure they are categorized correctly. Green said we under-budgeted for our phone needs this year.

Review of Draft Strategic Plan

Toby Weber:

Said she has been working on draft. Distributed hard copies and asked for board members to take it home and carefully review it.

ACTION REQUESTED: Email her any comments/suggestions BEFORE THE FEB BOARD meeting. Her goal: A 10-12 page document reflecting goals, objectives. From that, develop operations plans.

The suggested mission statement is “Building community through the arts.” She asked board to look today at strategic priorities (what we do that is mission-related). Noted these are aspirational goals, not meant to be measurable. Plan presents SAS as the go-to organization.

Joanne said they have sat down with staff to discuss operational steps.

Development Committee Report

Brenda Cummins:

Referred us back to her email report sent recently and distributed printed report. SAS will do Arts Alive awards event in June. Exciting that it gives us more time to reach corporate sponsors and use outdoor space. Noted that the fundraising event is not in the budget, so it may be able to help in this year’s budget.

Noted **Arts Alive! will be on Wednesday, June 15, 2016**, instead of on the weekend, to encourage attendance. Wants it to move through building. Fusion show will be in the gallery. Partnership with UA will encourage a science and art partnership and bolster sponsorship opportunities. Corporate packets will be online.

Katie Carver Reed will chair the nominating committee. She will put some past awardees on the committee. Joan Colbert will chair the Out of the Box auction. Cummins noted there are many new artists in the community and thinks more will be interested. She suggested we add a diversity award, perhaps combining the former outreach award under diversity; and combine rising star artist/rising star leader award. Joanne said there had been interest in adding an arts administrator award. There will be a **March 15 deadline** for nominations so that we can include award winners on the invitation.

ACTION REQUESTED: Suggest corporate leaders with whom you have a connection; send those names to Brenda and Joanne by Tues. Feb. 2. They will coordinate who will make the sponsorship ask. Packets will go out by end of next week (first week of February). Green will send electronic versions to us prior to mailing packets.

Invitations & program design: Triad will design program and invitation. Committee will solicit someone to underwrite printing. Barbara Feld suggested adding a government official award.

Creative Community Committee

Laurie Patterson:

We are refining expectations for tenancy. Looking for a variety of artists and symbiosis of expectations from artist/tenants and SAS.

Joanne Green said they are going to start a regular tenant committee meeting. Will be co-chaired Phylliss Steiner at Hattie's and Pam Testa at Rubber City Prints. Toby added that they hope for policies to come out of these meetings. Need to determine how involved board should be in selecting tenants. Wants the committee to be involved in that decision. Randy and Paul both said they don't think board needs to be involved unless staff raises a question. Toby said we already have a board policy re: conflict of interest, such as not inviting someone to join on the board if they are a tenant, as was the case with Diane Davis Sikora. Paul asked about including a tenant representative at board meetings. Discussion—Joanne would like the committee chairs to be involved. Joanne noted it is more expeditious to not have to wait for a board meeting to invite someone. Green noted vacancies: Cari Miller moved out from third floor, and there are three openings on the first floor.

Community Engagement Committee

Barbara Feld:

Had initial meeting, and now with Mila Susnjar on board as program manager, those ideas can begin. Goal is to present more performances at SAS and to establish a strong volunteer corps. Spoke about need for a focus group, as it is helpful to hear what community is saying. Wants to have workshops for family, children, adults. Wants to have video-making and professional development, more open hours for SAS, using building for corporate events—believes that will generate sponsorships. Discussed how to help with Arts Alive event and have planned follow-up meetings to help with that and programming. Said programming is essential. Toby, Theresa Minnick, Caitlin Gaynor, Chris Miller, Joanne and Mila. Toby acknowledged increased activity in the building and thanked Barbara and the group.

Board Development Committee

Elaine Guregian:

Thanked Toby and Barbara for working with me and announced that Thereon Brown, jazz pianist, has agreed to join the board, following a meeting with Barbara and Elaine. Barbara, who introduced him to us, added that he has an inclusive attitude that drives diversity and inclusion. She will introduce him to Toby and Joanne, then bring a recommendation to the board at the Feb. meeting to appoint him. Toby said we could add 4-5 people. Paul noted need for corporate people who can make financial contribution. Elaine noted that Hans Dorfi and Suzie Graham have left and agreed we

need additional corporate person to succeed him. Guregian suggested we look at Huntington Bank (taking over FirstMerit next fall).

Jarrett asked about the process for suggesting new board members.

Action request: Contact Elaine if you have suggestions for board members.

Executive Director Report:

Joanne Green:

Mila has made great start and the new exhibitions manager, Joe Karlovec, will also showcase more community art—not only gallery exhibits. Joe and Mila did a successful Paint Like Pollack event combined with exhibition. We are looking for names for the Ramp Room—will be used as a space. Could be named for a sponsor. Noted lease expansion with Summit County—we now have control of Ramp Room and additional space including the former YES offices on the first floor, which board members toured today before the meeting.

Increased activity in building: Leadership Akron hosted its holiday party here. Noted article in the West Side Leader. Working on development campaign and sent first development letter.

Had security incident that was resolved. Great team in place—Mila and Joe. Amy continuing as media consultant and Linda Schradel continuing as finance consultant 1 day /week. Guregian noted great coverage in West Side Leader and in Crafty Mart social media post. Green said The Summit wants to do member events here. Brenda Cummins is on the Summit board—told Green she can help with that. Toby noted we have a SAS newsletter with large distribution base. Board members said we are not receiving it. Weber will add us to list.

Group Discussion:

Toby Weber

Now that we have access to the entire building, how should we use it? Said former YES offices might be revenue generating space and asked for suggestions. Feld suggested having an art supply there, if we could do it within County rules. Could be great place to supply tenants as well as people who want to do programs here. Discussion—with Ruppel's having closed, there is no art supply store locally—closest thing is Pat Catan's, otherwise online.

Options: lease to an existing retail outlet that is interested in our mission. Cummins would like to also be able to buy art in the store, from tenants, or get a beverage when here for Artwalk. Pope: look at what happens at the Akron Art Museum—their museum store and café have been problematic. Joanne—there are no downtown coffee shops that are easy to get to. Would negotiate longer hours.

Hilary suggested asking DAP if people have asked them for this kind of space. Weber and Green will follow up.

Cummins: would any of the popup store owners be interested. Green said feedback has been that the offices are too small for workshops—need water, too. Paul Jarrett suggested private lesson space—Elaine noted would need sound-proofing and place for parents to wait. Green noted building a café would be difficult. Green noted art supply store would be easier because needs are less complicated (no water, stoves). Joanne suggested art supply store might be a satellite of a location. Randy noted Ruppel's had items not available elsewhere but they were expensive. Yingling noted that Ruppel's lost out to online and big box store.

Green's goal—bring in more people, create experience. Toby encouraged us to consider rent that could be generated from 5 or 6 new studios at \$5/square foot. Brenda suggested asking people at Zeber Martell what actually sells at ArtWalk. Miller—what about a permanent Crafty Mart space? Yingling added that maybe Crafty Mart would take in our SAS artists to sell as well, at same space. Note: Crafty Mart is now a tenant.

The meeting was adjourned at 9:30.

Respectfully submitted,
Elaine Guregian