

Boulder Art Association
Minutes of Meeting – August 8th, 2017
Boulder Public Library – Flagstaff Room

Attendees: 10

Jo Richardson - President
Ethel Calderin - Vice-President
Ray Geier - Treasurer
Jennifer Johnson - Secretary
Ron Broome - Education Chair
Susan Soklin - Exhibits Chair
Ed Narvaez - Marketing Chair
Lori Mattina - Membership Chair
Sharon Samson - Advisory
Marta Wolfe - Advisory

Agenda

Approval of Agenda and Minutes

1. Rent for Art Center – still pending – Jo will email and ask them to contact the Board's Attorney, Susan Soklin.
2. Date for Fundraising Committee Meeting – tba – action for Ethel.
3. Google App for Meeting Request – Ron needs list of email address for membership; Ed to export list to Ron; Ed and Ron to organize.
4. Plein Air Meetup – invitation sent - Monday, August 14, 10am in Diane Wood's Garden, 6914 St. Vrain Road, Longmont.
5. Future Meeting Proposals – discussed in Marketing section.
6. View of World Gallery – Jo and Ron still need to visit venue.
7. Contact for retail space on Pearl – Jennifer has sent request via Scott Rodwin – awaiting reply.
8. Ideas Member Show – Susan received 4 ideas – hasn't had an opportunity to follow up yet.
9. Gmail Account – Ron still working on migration of email accounts to streamline things.

President's Report

We are officially up to date with the Secretary of State.

We have Google voice now. We have had 1 phone call. A man is asking about a painting he bought from a Mila Mitchell, and he wants to know if it's a painting by her. Jo will contact professor from CU who did a presentation for BAA on Women Artists.

Jo was contacted today by a member interested in borrowing panels for Open Studios. There is a BAA rental price which Annie Thayer manages. Jo and Annie have keys to AAA storage - Pearl Parkway off 49th street.

Action – Ed to add something to website regarding items available for rent.

Exhibits Chair Report

Not much to report on Exhibits. Susan will get application in to Library for a proposed exhibition sometime next year. Library has requested a mission statement and some sample images.

Treasurer's Report

Ray still trying to sort out auto pay with AAA storage.

Business Cards – Ray suggests removing “Board Member” and print on one side on matt stock as the least expensive option for now. All agreed.

Education Chair Report

Ron has set up Sunday September 17th for the Calder Exhibit at the Botanic Gardens. We need to get at least 10 people in advance. Monday August 28th initial deposit of 15% (\$21) due. Final headcount due 10th September and final balance due at that time. Members and members' guests book by August 25th at \$14. Tickets are non-refundable but transferrable to another member. After 25th but before 8th, price increase to \$16 per member or guest. Since we're using Meetup.com we can open it up to our mailing list at \$18/person through 8/8 or \$40 for new non-members including a BAA membership (which saves \$6/person).

Board voted to approve pricing and membership incentive for Calder event.

Marketing committee to discuss best way to capture payment e.g. PayPal on Meetup or other.

Marketing Committee

We received a \$15 donation through Meetup, but Ed needs to work with Ray to find out how we get money out of Meetup or apply it to our Meetup fees.

Board discussed what we do with donations and how we track them. Marketing committee to work out best way to thank people for their donations.

We have a Facebook account that we didn't know about but we don't have admin access for it. We also have an Instagram account which we do have access to. Sharon suggested contacting Xenia Sease for possible info.

Upcoming Meetings:

September – “Marketing 101 for Artists” – Ed Narvaez – Ed would like to use \$100 donation to buy giveaways for the event. We will be talking about Social Media for artists and Website photos.

October – “Headshots with Derek Wood”, and Ron and Xenia talking about how to photograph your art.

November – “Get your Web On” will be about creating your page on BAA website, plus intro to the Artist Trading Card Workshop for our December meeting

December – Holiday Meeting and Artist Trading Card Event

Membership Chair Report

We currently have 117 paid members.

Membership tab on website talks about the benefits. Membership Info on the Website needs some content – possibly add social media channels. Marketing committee will add info.

Board agreed to make a donation of \$100 to photographer Derek Wood plus a \$5 per headshot fee from members for the October meeting. And headshots are available to members, but you can become a member and get the headshot done at the meeting.

Any Other Business

Board to send Ethel photographs for the Instagram page, e.g. photos from events, photos of members doing art, etc.

Next meeting is September 5th - Board at 5:30, Members at 6pm - Flagstaff Room, Boulder Library.

Meeting adjourned at 7:15pm.