

Boulder Art Association
Minutes of Meeting - May 2, 2017
Boulder Public Library - Flagstaff Room

Attendees: 11

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
Annie Thayer - Advisory
Marta Wolfe - Advisory
Jan Archuleta - Advisory

Agenda

Meeting was called to order at 6:00pm and attendees gave a brief introduction and shared their vision for the BAA going forward.

President's Report:

We have been suspended as a charity since 2013 because we did not file in 2012. Jo needs to file a report with the Colorado Secretary of State for every year since 2012. We are in good standing as a business, however. Jo is in contact with Albert Bryant (office of Secretary of State) who is helping us, and as soon as we file for 2012, we will no longer be suspended.

Ray and Jo discovered we have not paid our city sales tax since 2015, so they have sent a payment for both years. Ray will advise on our obligations regarding state sales tax.

We have 3 main current/ongoing projects:

- BAA website
- monthly artist demos
- venues - we are partnered with 3 venues in Boulder where members can exhibit

Treasurer's Report:

Ray has had Ed and Jo's help to pull all relevant information together and needs another few days to figure out what we spent last year. We have about \$2500 (after paying taxes) in the main Wells Fargo account. We have another \$9,000 in a second (contingency) account. We will vote on what we will do with this money.

The question is, do we have time to do the Juried Show this year? Jo commented that the juried show is big expense but it pays for itself. BAA pays a small amount for awards. Last year Jan had time to get several large donations.

Our expenses for the year include:

- BAA website
- PO Box
- Demos at member meetings
- Food

Education Chair Report:

Ron has taken on the task to find a venue for our regular members' meeting. He has looked at the Dairy Arts Center (Walnut and 26th) but cheapest room is \$110/hr. Disappointed that City is charging this to non-profits; he will talk to a city counsellor to see if there's something that can be done. Also checked community venue - including 29th Street Mall - cost is \$300/day - which could be a good show option.

Possible meeting space - A View of the World Gallery (aviewoftheworldgallery.com) - 55th and Central - 7500 foot facility - has lots of photographs - corporate venue, apparently free to rent. Ron is going to look at this space on Friday, May 12 at 4pm, if anyone wants to join him.

Other suggestions for venues: the Integral Center on Broadway. Ron needs our decision on when we will have the regular meetings before he can proceed with reserving space.

Idea for event/excursion - the Alexander Calder sculpture exhibit is coming to the Denver Botanic Gardens in June. BAA could arrange a docent or catered event for a June or July meeting.

The group discussed arranging a mixer or excursion in addition to the monthly member meeting. Last year we did a final Friday at the Denver Art Museum. Not many attended, but it was an attempt to get people together for something different.

For the June member meeting, Ron has proposed a talk on how to photograph artwork for your website or jury submission.

Ed suggested we look at getting a photographer to do headshots of board members. We need to look at what will get members back to the monthly meetings. Ron has had feedback that there is not enough diversity in the presentations. We have a list of names of people who we can contact, but no-one is currently scheduled. We need well known people for demonstrations. Annie has volunteered to be on the Education Committee. If anyone else is interested in joining Education Committee, please let Ron know.

Meeting Dates/Times:

Currently there are no July and August meetings. This could be a good time to try mixers.

We have a survey to send out to members to find out their preference for meetings e.g. afternoon vs. evening. We will send out to the whole membership next week. The purpose is to gather information so that we can make choices. Jo has asked board members to look it over and e-mail her suggestions for changes/additions by Sunday the 7th.

Marketing Committee Report:

We currently have 612 subscribers; including 233 past and current members (For additional information, refer to Ed's report dated 5/2/2017)

We need to be careful not to overpromise what we can deliver.

The Marketing Committee's role is to support the mission and goals of our organisation and also to help with strategy.

Meets at 9am on Tuesday mornings at the Brewing Market (Baseline and Broadway.) If anyone wants to join, let Ed know.

We had a marketing intern - now called "marketing mentoring." If you volunteer to help, we will teach you how to do marketing campaigns, on-line marketing, websites etc.

The Marketing Committee owes Ray an annual budget report. There are several marketing expenses.

On-line membership registration is working. Marketing Committee (Ed) will do an e-mail membership drive soon.

Meetings/Voting:

Regular Board Meeting - we would like to have them on the same day as the member meeting; right before. Group agreed to keep it on first Tuesday of the month.

Jo would like to meet every month with the board. (Although we are only required to have 5 formal meetings per year.) People unable to attend can send in a report.

Next board and member meeting proposed for June 6th - board at 5pm, member meeting at 6pm, Boulder Creek Room is reserved 5:30 - 8pm. All agreed to 30 minute board "check-in" before member meeting.

On June 6th, we will have feedback from the member survey to know when/where we want to have member meetings going forward.

Jo will send out a board e-mail list.

Proposed location for July board meeting at Jennifer's house. Jennifer will propose meeting date/time to try to accommodate everyone's schedule.

Quick vote to have a budget for receptions - unanimous yes

Quick vote to have pot luck for board and member meetings - unanimous yes

Juried Show:

Jan has prepared guidelines/plan from last year - it's ready to go. She feels that it will not be feasible if we don't get a team by the June meeting. Ron did not feel that there was enough traffic from buyers or people during the day. The reception was well attended, but what can we do to drive traffic during the show?

Proposal to change the Juried Show to a Members Show this year. If so, Jan said she would be on the committee. All agreed to a Members Show for this year. We still need volunteers!

Old Sports Authority retail space - might be available - is owned by RiteAid. Ron is investigating possibility of acquiring this space for the Members Show.

Ed brought up the potential of doing a Summer Art Sale - but this will take a year's planning.

Partner Venues:

Cafe Aion and First National Bank (Canyon) - Jan is coordinating. Both are willing to help with an opening show.

1st Bank - Meadows Branch - Diane Wood is coordinating.

We can promote member shows at these venues on BAA website.

We would need to get a liquor license for each show (except Cafe Aion where guests can buy drinks - food is donated.)

The Marketing Committee wants to build our database of buyers and help drive buyers to our events.

Agenda for Next Meeting:

Jennifer will prepare the agenda for our next board meeting. The agenda is set up by all of us.

E-mail suggestions to Jennifer by for June meeting by May 28th.

Susan suggested we make time for "any other business" at end of meetings, allowing self-promotions, show announcements etc. All agreed.

Meeting adjourned at 7:45pm.