

The Arts Guild of Old Forge, Inc.

Board of Director's Meeting

November 9, 2009

Minutes

PRESENT: Deb Carhart, Patty Foley, Susan Hazard-Rimato, Kevin Jost, Gary Lee, Clark Lubbs, Helen McAleese, Katie Noonan, Debi Ritz, Kerry Rogers, Joan Spring and Bob Stanton

EXCUSED: Rex Germer, John Munyan, Ed Stafford

CALL TO ORDER: The monthly meeting of the Board of Directors of the Arts Guild of Old Forge, Inc. was called to order by Vice-President Deb Carhart at 6:30 PM.

Deb introduced staff member Jody Pritchard. Jody presented some marketing ideas that Barb Getty and she had previously discussed and developed to share with the Board. Jody distributed some examples of brochures that she would like to recommend for the Art Center to begin using. She discussed the use of the website, stickers, rack cards and show cards. The cost of printing show cards was discussed and approval given by the Board to go with the more reasonable vendor. Jody questioned the budget for advertising. The Board asked Jody to develop a draft marketing budget to be included in the upcoming annual budget.

MINUTES: Gary Lee moved and Kevin Jost seconded a motion to accept the minutes of the October 26, 2009 meeting. The motion was carried. Joan will email the minutes to Jody for posting on the website.

TREASURER'S REPORT: Debi Ritz presented the Financial Report (General Operating & New Building) in writing. There will be a Finance Committee Meeting on December 10, 2009 at 4:00PM. Gary Lee moved and Bob Stanton seconded a motion to accept the Treasurer's Report. The motion was carried. The discussion turned to a clarification of the Endowment distribution from the Adirondack National Exhibition of American Watercolors.

COMMITTEE REPORTS:

Committee Reports in writing included: Nominating, Construction, Calendars and Quilt

Personnel: The Personnel Committee polled various Art Center facilities that were similar to ours regarding the benefits of the Executive Director. It seems reasonable to provide two weeks of vacation per year with an additional day added on each year up to five years (max. three weeks). The center will also provide five days of PTO (Personal Time Off) and 50% of a single health insurance plan.

DIRECTOR'S REPORT: The Director's Report was presented in writing. Topics highlighted by Phoebe include the following: Membership Party, Holiday Bazaar, Home For the Holidays and Conferences/Meetings that Phoebe will attend in the near future. An idea was discussed that is similar to the Membership Party. How about a Business Membership Party that could be held at the Art Center during Home For the Holidays?

Search Update: Kevin Jost reported on the Search Committee progress. There have been 38+ resumes received to date. Six new ones were received today! The Interview Team will meet on Thursday, November 12th at 2:00 to get organized.

Capital Campaign: Kevin reported that there is 100% participation from the Board of Directors and the Advisory Council in the Capital Campaign. Approximately \$250,000 has been raised from these two boards to date. The matching pledge of \$500,000 is still available. We need two donors each giving \$250,000. Pledge Forms are available on the website or at the front desk. Dawn Timm has joined this committee.

Business Plan: Kevin Jost reported on the updated Business Plan. It is just about complete!

USDA Report: Deb Carhart reported that work is still being done on the Rural Development Grant. Once the Business Plan is complete and the five year cash flow projections are defined then the rest of the pieces can be put together for a completed document.

There will be a Community Forum on Thursday evening, November 12th at 6:30. It will be held at the Art Center. Attendees will be brought up to speed with the progress that has been made in the last 90 days.

Deb asked if the newspaper releases could come from the Art Center from now on instead of CAP-21.

Deb thanked Kerry Rogers and Phoebe Greene for their efforts with the meeting on Friday, October 30th at 3:00 PM. with Senator Kirsten Gillibrand. Kerry in turn thanked Deb Carhart who made this occasion possible.

Deb reported on meeting with Adirondack Non Profit. She is hoping the new Executive Director will be a major partner in this organization, as well as the CAA.

Timeline: Kevin reported that a letter has been mailed to the membership updating them on the progress that has been made and outlining the opportunity for giving. Another letter will go out in late November.

Two fundraising ideas were presented. They will be considered by the Business Development Committee and a report to the Board will follow.

Headliner Concert: Susan is looking into the entertainment venue. Dates will be firmed up in December.

A group decision indicated that the “extra” meeting scheduled for November 23, 2009 will not be needed.

Finance Committee will meet on Wednesday, December 10th at 4:00 PM.

John and Deb Munyan would like everyone to save the date—December 19th for a Holiday Party at their home.

Debi Ritz moved to adjourn the meeting. Kevin Jost seconded the motion. The meeting was adjourned at 8:50 PM.

The next regular Board of Director’s meeting will be held on Monday, December 14, 2009 at 6:30 PM.

Respectfully submitted,
Joan Spring