

The Arts Guild of Old Forge, Inc.
Board of Director's Meeting
October 12, 2009
Minutes

PRESENT: Deb Carhart, Patty Foley, Rex Germer, Susan Hazard-Rimato, Kevin Jost, Gary Lee, John Munyan, Debi Ritz, Kerry Rogers, Joan Spring, Ed Stafford, Bob Stanton and Phoebe Green, Interim Executive Director

EXCUSED: Clark Lubbs, Helene McAleese, Katie Noonan

John Munyan called the Board's attention to the "Art Center/Old Forge Board Working Document". He reviewed the numbers indicating membership and gifts, a draft of a letter to members and the good news highlights.

CALL TO ORDER: The regular monthly meeting of the Board of Directors of the Arts Guild of Old Forge, Inc. was called to order by President John Munyan at 6:50 PM.

MINUTES: Debi Ritz moved and Patty Foley seconded a motion to accept the minutes of the September 28, 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 monthly report in writing. A short discussion took place regarding the need for the forward cash flow to be included in the monthly report. Ed Stafford moved and Kevin Jost seconded a motion to accept the Treasurer's Report. The motion was passed.

COMMITTEE REPORTS:

John Munyan shared a report he received from the Quilt Committee. The Plein Air event received many compliments. Over \$10,000 was raised through this activity. Comments were made regarding obtaining snow plowing prospects for the winter.

The Board briefly discussed the process that is used or isn't used when the Art Center events and news appears in the local newspapers. Committee Reports in writing included: Nominating, ECO Gallery, Buildings & Grounds, Plein Air, Construction, Personnel.

DIRECTOR'S REPORT: Phoebe reported on the Plein Air event. Money is still coming in. The exact amount raised as of today was \$10,288. This event allowed the entire community to be involved and come in direct contact with the artists. The Board totally agreed to the idea of sending personal emails to the staff thanking them for all of their outstanding efforts on this new fundraiser.

The ANEAW garnered \$15,122 in admissions. (\$3/\$5) There were 2,992 individuals who viewed the water-color show. After a short discussion on this exhibit, it was concluded that we need to market bus and train tour groups and work with the companies to put some tour packages together that include the Art Center.

The Holiday Bazaar will be held once again on Sunday, November 15th. Please donate an item for our Bread Booth.

Home for the Holidays will be held beginning on November 27th. There will be a wine tasting and a new addition – Andy Williams: Hour of Local Talent.

E Tapestry is up and running thanks to Debi Ritz. Pledge letters have gone out and money is coming in.

Phoebe suggested that we should keep relationships going with those who have purchased paintings and those who come through our building.

Susan Hazard-Rimato has offered to attend CAA meetings representing the Art Center.

OLD BUSINESS:

Organizational Plan: John distributed the committee chart for Board members to review and add their names. He reminded all of the Board members to develop their committee charter by October 23rd.

Search Committee: The Executive Director position has been advertised in local papers and on various art related websites. We have received 10 plus resumes. Carol O'Neill and Pat Tappan read and rank the resumes. On October 23rd the application window will be closed. Interviews will be held weekly on November 2nd and 11th. A letter from the Search Committee will be published in both weekly papers to update the community on this process. The interview team will include some community members and members from the Board and the Advisory Council.

Capital Campaign: Deb Carhart reported on the recent communications that have taken place with the USDA staff which have continued and enhanced the discussions on how best they can assist us in meeting our goals. A list of items that the Board has to provide to the USDA regarding a change of financing plans was discussed. Deb will need help from Kerry Rogers and Debi Ritz. Hopefully, in two weeks this task can be completed. Senator Seward has requested a meeting with the Board of Directors at 3:30 PM on Wednesday, October 14th. Kevin presented an update on his visit with Gaetano Construction Company on September 28th. The mortgage is filed as of October 7th. A "sequence of events" (cash, USDA, and a release of the mechanics lien) was presented that would eventually result in work progressing on the new building.

Kevin has been busy talking with donors, potential donors, working out logistics with the match donor and finding out how others want to help us reach our goals. He has been NETWORKING.

Deb Carhart updated us on the ARRA Grant administered through the Empire State Development Corp.

Kerry Rogers will follow through with Saratoga Associates and the Gaetano Construction Company on the list that USDA had given us of what is needed next.

In the next few weeks perhaps we can create a "package" that can be presented to various "family foundations". The Business Plan is still being produced.

A volunteer register is in place.

John asked for all Committee Charters to be submitted by October 23rd.

Fundraising ideas were discussed. Suggestions were offered for next year's calendars.

The pricing amount on the admissions to our events should be examined.

A discussion took place on a headliner concert sponsored by a local business. Let's invite the business owner to the next meeting.

Joan Spring discussed the Personnel Policy. The committee met this morning and discussed several ways to improve the policy. This will be a working document for a few months. Bill Simpson has joined the Personnel Committee and is advising us on how to move forward. The Executive Director's possible benefits were discussed and the Personnel Committee was advised on how to proceed.

Press and Events: We need to look at the "press" and adopt a strategy to mix advertising and feature stories. Perhaps a workshop for the staff would be helpful targeting the various means of promoting news from the Art Center. Deb Carhart offered to assist in this endeavor.

Deb Carhart mentioned CAP-21's Tip of the Cap Awards. The deadline for nominations is October 15th. The award ceremony will be held at the Forge Motel on October 29th. This is a chance for some "visibility". Shall we nominate someone worthy of the award? YES!

Ed Stafford moved to adjourn the meeting. Gary Lee seconded the motion. The meeting was adjourned at 8:44 PM.

The next "extra" Board of Director's meeting will be held on Monday, October 26, 2009 at 6:30 PM. (There will be two meetings a month until the end of November 2009.)

Respectfully submitted,
Joan Spring