

Yosemite Western Artists
Board Meeting
Sept 19th, 2015

The Board Meeting opened at 9:45 am at Gertrude School House. Present were: President Shannon Grissom, Vicki Thomas, Gina Mims, Bill Davis, Doug Boomer, Sandee Scott, Norma Rogers and Jack Lantz.

President Update: Shannon Grissom

Community Outreach:

Shannon opened with comments that her community outreach efforts have been productive and are continuing.

- Madera Arts Council -- Diane Mello with Madera County Arts Council was busy at the time with other obligations, but would get together at a later date to discuss YWA possibilities.
- Mariposa County Arts Council -- Cara Goger at MCAC agreed to help in any way.
- Oakhurst Community Expo -- Shannon will represent YWA at the Expo on 10/24/15 at the Community Center, Oakhurst. Sandee Scott will not be available to help at the event as previously planned, so another volunteer will be sought. Someone from the general membership will be recruited
- Idle Hour -- Anna Maria with Idle Hour is open to doing events with us in the future.

Venue:

Brief discussion regarding exploring Gertrude School House replacement options was held. Shannon recommended that the issue be tabled until the next meeting. Board members were asked to keep their eye out for possible other options for a future home of YWA, should that become necessary. Zyg Zee, president of Timberline Gallery, has given us information and prices for the upstairs rooms at Timberline and is willing to work with our group should we need a space.

Miscellaneous:

- **Banking** -- Signature cards are now all signed and up-to-date. PayPal for YWA has been set up and is functioning; 3 board members have the password for the PayPal account.
- **Sponsorship/Gift Certificate Committee** has not yet been established. We will work on getting a committee with a sponsorship chair, asking others to volunteer to help. Parameters will need to be set. Gina Mims said she would like to see larger numbers of likes and followers for Facebook and other social media so that we have a larger pool of people, which should entice prospective sponsors. She suggested a tiered level of sponsorship; each outlining what businesses would get from their contributions, such as links or small advertisement space. Gina will work on this.
- **Portrait Show**-- Shannon announced that it is in good shape. We have 3 members signed up and paid. Posters have been designed. Gina Mims asked for a link to be added to the poster. She will upload the poster again and put into Drop Box. Doug Boomer will distribute the revised posters.

New Business:

- Website was discussed. Gina gathered the content and photos, Lori purchased the domain, and Shannon built the website using a Wordpress template. Sandee has done some minor editing

on the site. Sandee has been given administrative privileges to do future editing. YosemiteWesternArtists.org has been redirected to YosemiteWesternArtists.com. YosemiteWesternArtist.org is in Shannon's name. Mark Heliger is still listed as an admin. YosemiteWesternArtists.com is in Lori Cole's name. A Gallery Page for YWA artists will be available for a yearly fee of \$20.00. Gina Mims will post guidelines for members to upload their photos and bios. The board discussed a renewal fee of \$10.00 a year. There was a post board-meeting suggestion by Sandee and Shannon who asked for membership input on this issue.

- There is a menu item for viewing YWA General Meeting Minutes on our website. Here is the link:

<http://yosemitewesternartists.com/index.php/meeting-minutes/>

VP Update: Sandee Scott

Membership committee: Sandee continues to request and collect artists' greeting cards. Cards to be used for welcoming new members, sending thank you, sympathy or get well notes to members. Optional: a pre-stamped card is most appreciated. A card was passed around for members to sign for Anita Shapiro, who broke her leg at Gertrude School a couple weeks ago.

Gertrude School House:

- Chairs: Sandee pointed out the 16 new padded chairs and said they have been sprayed with Scotch Gard to protect the fabric. The other 4 chairs are white plastic and can be easily cleaned.
- Tablecloths: Sandee gave thanks to Shannon Grissom for measuring and Darlene Jaeger for ordering the fabric. Three members --Shannon Grissom, Darlene Jaeger and Sandee Scott -- spent nearly a day cutting, fitting, and stapling the tablecloths onto the ugly wooden tables. The board is very appreciative.

Membership:

Sandee thinks we now have close to 100 members. The membership committee's goal appears to have been met for the year, although even more members are welcome.

Plein Air:

Sandee reported that the Plein Air outings are going great. Next week we will be going to Bandit town, previously known as Old Town. Since it's believed that the Pumpkin Patch will not be open in Oct., another place will be found. Please note: Nov & Dec. plein air event will be the 3rd Wednesday of the month due to the Holidays.

Misc.

For those who don't get email, Sandee suggested we have a few paper copies of the newsletter to hand out at YWA meetings.

VP Update: Jack Lantz

Jack stated he had no new announcements.

Secretary Update: Vicki Thomas

Vicki summarized the May 16th minutes for the board. She gave an account of who would find models for the Friday Portrait group for the next two months and then all responsibility will be

turned over to Jack Lantz in December. She stated that the shared duty of getting models has worked out quite well, although they have really missed Larry Potter.

Treasurer's Report: Norma Rogers

Norma said we had \$1850.00 in the bank. Please see Profit & Loss statement attached to this report, or refer to the copy that Norma handed out at our meeting. Norma mentioned that she had not received any payment from the Friday Portrait Group since January (\$100). Juanita Smith said that the Portrait Group had no extra money to give at this time. It appeared that YWA funds were low because we didn't have enough artists each week @ \$7.00 to pay the model plus make a contribution to YWA. It was suggested to raise the rate to \$10.00-members and \$13.00 for nonmembers. There could be a discount if paid \$300 in advance. It was decided to delay this decision for a couple of months to see if it were only a seasonal problem. Norma did say that any extra income we had went to badly needed improvements to the school house.

Communications: Gina Mims

Gina said that all things for the website and Facebook were completed. She encouraged members to send her information for the newsletter in an organized email or word doc, along with any photos or links to websites by Sept 28th. Gina talked about the YWA website, our new brochures, and new matching business cards and passed them around. The YWA banner was erected for the board to see. She encourages all members to sign up for the newsletter to receive membership news and inspirational links, including Shannon's (awesome) video.

Social Media: Bill Davis

Bill is keeping our Facebook page updated as well as YouTube videos and all YWA events. A Playlist is in place and Shannon has everything linked on the website.

Gertrude Operations: Doug Boomer.

Doug said he's attempted to contact the top manager at Sierra Telephone regarding the status of Gertrude School House, but they have not yet made a connection.

We are now getting water from our neighbor and the arrangement seems to be working out well. Doug is concerned that we are going through water faster than usual. However, it was also noted that there's a lot of activity at the school house right now.

New Business:

*Signage: Vicki Thomas said that official signs would arrive Sept. 22nd for the rear door at Gertrude. The temporary printed signs, now tacked to the doors read "Watch Your Step."

*Reception Recruiting: Shannon Grissom announced that nine new people signed up to receive our newsletter about YWA at the Sierra Art Trails Preview Event. Shannon and Vicki monitored the recruiting table.

*Volunteer Recognition: Shannon discussed her plan of acknowledging a member of the month (and member of the year) who has contributed exemplary services beyond the expected to receive recognition. She thought a bag of Hersey's Kisses would be fitting. The member would also be honored by an introduction at our monthly meeting and a blog post would be written

about the member, with links to their site (if available). It was decided that Larry Potter would be first recipient of the honor and Doug Boomer would be honored the following month.

*Historian; Shannon asked if anyone would volunteer to be our Historian and write a blog about our past. No board member volunteered for this opportunity; the general membership will be asked.

*Drop Box. Everything is now online. All board members are included.

*Website: Is up and functioning.

*Google Calendar, YouTube Channel, Pay Pal (already covered) are now functioning properly.

*Yosemite Sierra Visitors Center: With the Visitors Center in Oakhurst opening in a new location soon (where Miller's Sporting Goods Store was), Sandee and Shannon thought it would be a good place to hang YWA paintings. Gina Mims agreed to look into this. If YSVC agrees to this arrangement, we need someone to volunteer to oversee it.

*Oakhurst Community Center Expo: Shannon will represent YWA at the OCC Expo in Oct. 24th and asked if anyone would be able to join her. Vicki assured it was a fun event last year and a good chance to meet many people and businesses in the community. Please see paragraph 3 where this is addressed.

* Vision Academy's Arts Concert: Shannon asked if any member would volunteer to represent YWA at the on Oct 24th/25th Vision Academy concert where Lori Cole will be singing. (One of our goals has been to have more connection/coordination with the Vision Academy.)

*Vicki Thomas requested a substitute Secretary to take minutes at our 10/17/15 meeting. Mary Beth Harrison volunteered. Thank you Mary Beth!!

Meeting was adjourned at 12:08 PM.

Respectfully Submitted,

Vicki D. Thomas, Secretary