

Summit Art Board of Directors Minutes

4:00 p.m.--6:30 p.m. DATE: May 14, 2020

ZOOM

Board Members Present:

Barb Byrne

Jody Fristoe

Teddy Jackson

Mike Lewis

Mary Ann Rhoads

Sharon Stackelhouse

Barbara Todd

Larry Todd

Wanda Tyner

Board Members Absent:

1. Call to Order—Sharon Stackelhouse called the regular meeting of the Board to order.
2. Approval of Minutes—Wanda Tyner moved that the April 28, 2020 and the May 8, 2020 be approved. It was seconded by Barb Byrne. The minutes were approved as written.
3. Finance/Treasurer Report--Larry Todd (See attached report) Larry turned the SA Festival budget over to Jody Fristoe to present. The 2020 SAF budget was discussed. The discrepancy was described as a concern and was attributed to the lack of Fundraising funds that had previously been obtained. Jody expressed concern that the previous fundraising would be difficult without efforts from the entire board. Larry Todd presented the Extended Gallery Budget for 2020 and the 2020 Cash Flow report. Larry recommended not including scholarships in the budget until the fiscal fundraising projects were put in place. He pointed out that the budget could be revised if the financial picture changed.

Motion: Mike Lewis moved to approve the 2020 Extended Gallery Budget and the 2020 SABudget. It was seconded by Wanda Tyner.

The motion passed.

4. The topic of Fundraising was brought up. The need for a chairman of a Fundraising/Development was expressed. Ideas for fundraising projects were discussed. The ideas of a virtual gallery and a phantom fundraiser

were explored. Mike Lewis proposed to send out an e-mail to the membership to ask for volunteers to be chairman of the development/fundraising committee. Teddy Jackson suggested asking potential nominees if they would consider heading up the development/fundraising committee. It was confirmed that the chairman needed to be a member of the Board.

5. Nomination Committee: Teddy Jackson reported that ten SA Members are on her list to consider for board membership. Outside members were suggested to be included in Teddy's list. Target dates for the conclusion of Teddy's efforts to form a slate of candidates for officers and board was discussed. The need for the slate to be formed as soon as possible was expressed. Teddy will keep the Board informed on her progress in obtaining candidates.

6. Summit Art President Report: Barbara Todd reported positive feedback from the gift card donations to the St Luke's staff. She reported that there was a low attendance on the May 11 Zoom meeting. She is receiving feedback on the optimal time to schedule future Zoom meetings.

7. Marketing Committee Report: Wanda Tyner reported the following activities:

New Website:

- Actively working on SummitArtInc. to replace summitart.org
- A refresh in color, format, art focus (images)
- Branding and website guidelines are documented (thank you Jody!)
- We met with volunteers with WordPress experience to set direction and plans.
- Member Volunteers are working on specific components of WordPress.com setup:
 - Jason Shemchuk
 - Jackie Chamberlain
 - Mary Maude
- Jody Fristoe is providing "daily leadership"
- Barb and Jody Fristoe are providing content wording improvements
- IMPORTANT: Invoice is DUE May 20, 2020. The amount due is \$300.00.

Motion: Wanda Tyner moved that the Summit Art Board approve the ongoing process of creating Summit Art's new website. summitartinc.org, and authorize Jody Fristoe to make the \$300.00 payment on her Summit Art business credit card for the yearly subscription to the WordPress.com business plan. A copy of the paid invoice will be provided to Greer Cannady, Abacus Accounting, for the accounting records. This expense should be coded to: Summit Art Org/Expense/Program Services/Web. This expense should be not coded to the Art Fair. The motion was seconded by Barb Byrne. The motion passed.

Social Media:

- Social Media Strategy is documented
- Summit Art Member Only Facebook group established-33 members
- Postings are being done on Facebook and Instagram.
- We need to encourage more members to share their art on members only page so we can post on our public pages!
- Monthly Membership Newsletter -'News and Updates'-send on first Friday of every month to all current members and board directors. Let's tell members about what happened the previous month, plus let them know current month's member meeting agenda, etc.
- Monthly Patron Newsletter-'Discover Summit Art'-send on the third Friday of every month to all patrons in database (approx. 3,000). Let's get through the monthly member and board meetings, so that any new information is current.
- Email Blasts—can be sent through the Constant Contact account as needed; each email could be “from” the specific sender; ex: “Message from the President” could be sent from the President's email address. Otherwise, all emails are sent from summitartorganization@gmail.com

Logos:

- New logo designs are being created by Jody Fristoe and Paul Conner.
- Goals: maintain integrity of original design, discontinue use of red “blood” splatter, simplify design for easier and less expensive printing on promotional items; use basic design with add-on words such as “gallery”, “festival”, “members”, etc.; eliminate use of festival logo; refresh and brighten

- Present 5 designs to Marketing Committee; select Top 3 to present to the board
- Present 3 designs to Board; select Top 2 to present to the membership
- Present 2 designs to Membership for final selection (suggest a Facebook poll for members only)

8. ByLaws Committee: Barb Byrne reported that the ByLaws and Restructuring Revisions are on hold until the review by the Missouri lawyers group for nonprofit organizations. This meeting will take place on Thursday, May 21, 2020.

9. Summit Art Festival—Plans include high school student display entitled “Lee’s Summit Homecoming Pride”. The Summit Art Fair Budget was again presented.

Motion: Wanda moved the approval of the 2020 Festival Budget as presented including the addition of \$20,000 Fundraiser item (see attached). Motion was seconded by Mike Lewis.

Discussion: Jody expressed concerns over commitment of the Board to ask members of the community for money. She will send out a list for Board to distribute among membership to ask for funding. This will be discussed at the Bylaw Revision Lawyer feedback meeting.

Motion on Summit Art Festival Budget passed,

10. Old Business

-Election of Board Officers: Wanda Tyner moved to nominate Mike Lewis as Secretary and Barb Byrne as Vice president of the Board. Motion was seconded by Teddy Jackson.

Motion passed.

11. Discussion: It was suggested that an email be sent asking for volunteers for filling the Board of Director positions and for suggestions for fundraising projects.

Meeting Adjourned: 6:27 p.m.

Mary Ann Rhoads
Recording Secretary (Interim)

