



MINUTES

Board of Trustees Meeting Wednesday, September 20, 2023 – 6:33pm – Zoom

- I. Call to Order/Welcome/Roll Call – B. Burge, T. Armstrong-Bryant, G. Beverage, D. Brown
 - a. Excused – S. Bamsey, G. Gonzales, T. Walker
 - b. Also Attending – P. Storm, C. High, J. Carnathan, Trent Branson, Monica Haulman from Sacramento Regional Community Foundation.
 - c. Absent – U. Lewis, J. Stevens
- II. Additions to Agenda – Monica Haulman will talk about Big Day of Giving, what it is, what participation looks like. Hosted by the Sacramento Regional Community Foundation for last 11 years. Donors can donate early (two weeks); organizations that participate may build profiles on our website. These make it easy for donors to discover local causes all in one site; we work with participating organizations to rally the community to give. We have a global marketing campaign to build excitement. Donors can pledge volunteer hours; can show how much you raised on the website and their goals. Over 700 local nonprofits have raised \$91 million in the last 11 years. We have annual posts and reports containing data. Giving Edge is the year-round website/platform, the database that “powers” the Big Day of Giving and houses the nonprofits’ profile pages, and the actual Big Day of Giving is the 24-hour event held the first Thursday of May. The BDOG2024 is planned for midnight to 11:59 p.m. on May 2nd. If you type in either of these names you go to the correct site. Sites are: bigdayofgiving.org and givingedge.org

Why participate – to raise funds, build nonprofit capacity, foster nonprofit collaboration and to strengthen your collaboration with other organizations within the non-profit sector. You can hold networking events leading up to the event to get to know one another. Opportunity to connect with old and new donors, puts non-profits front and center in the community. There is an orientation each year prior.

Eligible organizations must be a 501(3)(c) within our four-county region along with other requirements around specific standings. Schools and houses of worship are not eligible. Registration is required with a sliding fee between \$50-\$375 depending on the size of your operating budget. Registration is open from early November to mid-January. GivingEdge profiles are free and must be updated annually to remain active. Reach out if you have any questions bdog@sacregcf.org. If you haven’t registered in several years you will need to start over, if it was more recent you can update the old profile. Call and ask. In the past nonprofits had to have been in existence for two years before being eligible, but that requirement may be changed and is currently being decided.

Twiana said she is looking forward to participating in 2024. We'd like to bring in non-profits. We could bring info into our newsletter. Monica will put in all the links she mentioned into tonight's chat.

III. Public Comment - limited to 3 minutes each or 15 minutes total. None

IV. Consent Agenda - Items to be approved with one vote unless a Board Member wishes to remove an item from this Agenda for discussion and a separate vote.

a. Approval of tonight's Board Meeting Minutes, (see attached) (minutes couldn't be approved as there was no quorum tonight.)

V. Other Voting Item(s) – Approval of Barbara Wauters, ACPC Bookkeeper, to be able to sign checks for ACPC. (Vote will be done at a later time)

VI. Board of Trustees - Discussion Items

a. Next Meeting Date **October 18 - in person** – Twiana will send confirmation/update.

VII. Committee Reports and Informational Items

a. Website update – T. Branson – will be away the end of October but reachable. Wants to roll out the new site by Oct. 1, more artists have given input. Good points were brought up and have been implemented, feeling good about how it's going. Focus this month has been on the Artists Directory, will focus on other pages coming up thanks to Barbara and Catherine's input. Have suggested that we go to a different web host to save money. Moved to a monthly basis, Oct 6 is last day on previous host. Our current site is over 10 gigabytes which is large, present site is under 2; we want a dedicated server to host, with better security, have chosen *Cloudways*, which is a great service. Need to get in touch with VisionQuest having difficulty to connect. Cloudways will give us better site load times and room to grow in the future. There are a few pages still to be populated, like FAQs where I need suggestions of what to put on there; new page suggestions - social media impact; want to have a privacy policy before we go live which is mandatory before we go live. Accessibility statement will be different, needs input too. B. Burge - We'll send you criteria from the County. Trent walked us through how an artist can register into the Directory and discussed details about categories. Each user can create three listings. Twiana will email all board members to please look at the new site and provide feedback to Trent.

b. 40th Icon Celebration update – T. Armstrong – Kudos to everyone it was a great event. We got some positive feedback, and the budget came just in under budget. Thanks for everyone for showing up. B. Burge said she received nothing but positive energy from everyone. Twiana's final comments were right on track and that's the direction we need to go in. Trent said Unity did a great job as the emcee for the awards portion, made everyone feel involved and engaged, light and happy.

c. **Budget Review** (update) – B. Burge – met today with the County and will discuss the budget at the next BOD meeting. Will meet with B. Wauters and then I will be available to meet with Twiana.

d. Board Development – T. Armstrong – Want to make space for board members to understand how to be more effective, why we want you to be part of ACPC. I will be

scheduling meetings with each board member one-on-one. Will talk with Tiffany about doing a manual for board members.

- e. Projects for BOD Members (see attached) – T. Armstrong – Some projects were taken from the Cultural Mapping Study and will be discussed in the one-on-one meetings. We need board members to think about who they know and who may be willing to advertise in the magazine. Anyone can advertise, not just Placer County businesses. Need input by October 5. Twiana said she may know someone at Sutter.
- f. Grant Committee – Welcome new Members Outreach – G. Beverage – Not much to add, we have two new members who I spoke about last month.
- g. November Art & Culture Month – month-long celebrations, city proclamations – D. Frank – Patrick has put together bullet points with key messages for November that we can post around the county, email campaign will go out recognizing art organizations we can recognize. Each town council can recognize us celebrating 40 years and proclaim November as designated Arts & Culture Month. Need board members to help reach out. Twiana will follow up with City of Roseville.

Patrick has crafted a great message that can be used. Covering Media, including promotions for ticket sales (like Nutcracker)

Darci is creating poster for electronic distribution, and a small print quantity to encourage arts organizations and businesses to post. Will also create an Email campaign to recognize and feature four organizations one each week in Nov.

Thank you Delgreta & Barbara for nominating organizations. Everyone please submit nominations by the end of the week: <https://forms.gle/dGNGjDJ5eJjyifk9>
Would like the six cities/towns to create resolutions/proclamations designating November as Arts & Culture Month, invite them to join in celebrating. Also request proclamations to congratulate ACPC on 40 years.

- h. **Cultural Mapping Study** – implementation update, action plans, fundraising events, board governance – D. Frank - move this to next month

Placer County Arts Organizations Workshop (new date) Sept. 26, 12:00 p.m. Registration numbers for RSVPs are low so far, please encourage organizations to attend. Registrations may increase the day before. MaryTess Mayall, Executive Director of Blue Line Arts, will share how they are putting the Cultural Mapping Study to use. We'll update all the organizations on:

- Presentation to County,
- Encourage inviting them to events
- Next Grants Jan 2024
- Nov Arts & Culture Month
- Cultural Mapping Study
- Allow time for organizations to connect and collaborate

- i. Constant Contact Stats for August 2023 – D. Frank – (see attached)

- j. **Scope of Work from Placer County** – B. Burge – needs to be moved to next month. B. Burge - Oct. 15 we need to give a report to the County. Originally they wanted to see our budget for next year by October 1 but this has been extended to October 15. T. Armstrong noted that budget meetings with County need to include Unity as our Treasurer.
- k. Approval of tonight's BOD Minutes will be done by an email vote before next BOD meeting – B. Burge
- l. Board of Supervisors presentation of 8/29 - update how it went – D. Frank, P. Storm – went very well, supervisors were happy with what we're doing.
- m. Executive Board Meeting is scheduled for October 6.
- n. Sierra and B. Burge attended the National Arts & Education Seminar for Education Week, last week.
- o. Jim Carnathan – Twiana wants to get board members to help with outreach. Last weekend had success with the kids coloring, Patrick posted the pictures right away. Oct 7 is Makers Faire. Twiana wants name tags for Bd members.
- p. Patrick Storm - good interview with Good Day Sacramento, and there will be an interview in November about the Studio Tour. Jim Carnathan has a box of Studio Tour Guides if anyone wants them. Have postcards from Julie Gilmore with ACPC on one side and one for the Tour with her business on the back.
- q. Adjournment: 7:53 p.m.

NEXT MEETING October 18, 2023 Zoom