



## MINUTES

### Board of Trustees Meeting Wednesday, October 18, 2023 – 6:33 pm- Zoom

- I. Call to Order/Welcome/Roll Call – B. Burge, T. Armstrong-Bryant, G. Beverage, D. Brown, S. Bamsey
  - a. Excused – G. Gonzales
  - b. Also Attending – P. Storm, D. Frank, C. High, J. Carnathan, Jeff King
  - c. Absent – J. Stevens, U. Lewis, T. Walker
- II. Additions to Agenda – None
- 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 Board Meeting Minutes August 16, 2023 - moved / approved
  - b. Approval of Board Meeting Minutes September 20, 2023 - moved / approved
- V. Other Voting Item(s) – Approval of Barbara Wauters, ACPC Bookkeeper, to be able to sign checks for ACPC. T.A. is hesitant to do this for convenience is probably not a sound business decision. I’m available to sign. B.B. - it’s okay in our bylaws. Everything was paid electronically, and we went back to checks to avoid issues with the bank. If they get signed, we don’t need her to sign. B.B. there were problems with checks that weren’t accepted by another bank when we did it electronically. C.High we spent a lot of time tracking down information. The banks did not recognize the correct address information we sent. T.A. the addresses had to be correct. C.High suggested we should discuss this offline. B.Burge we need to change signatory cards to reflect President and Secretary changes with the bank. T.Armstrong - I’d like to have a meeting with Umpqua Bank to discuss this issue.
- VI. Board of Trustees - Discussion Items
  - a. Next Meeting Date **November 15 – In Person** T.A. wants to make this a holiday party meeting. B.Burge we did just do the Icon Celebration. P.Storm make it a pot luck or a no host. T.Armstrong will be in person. B.Burge how about the Roseville location we used last time. The Growth Factory? P.Storm they may have an alcohol policy too, so that may not work. T.A. we’ll find a location.
- VII. Committee Reports and Informational Items
  - a. Budget Review (attached) – B. Burge asked if there were any questions. It is balanced and submitted to the County along with our first quarter report. T.A.

re the budget want to make sure it is reviewed by the board. B.Burge doesn't show the CAC grant funding we will receive until we submit further information. Those incoming funds will show up on the budget later, \$66,600. T.A. wants to make sure that Unity as our Treasurer meets with B.Burge and T.Armstrong to understand the budget. We as a board are responsible for making sure it is accurate. B.Burge - Unity met with our bookkeeper about the budget. Everything is paid, only issue we have next month will be staff payments as B.Wauters just had surgery. T.A. any comments? D.Frank - \$15,000 income for ads is a lofty goal for this year. B.B. - it includes the graphic design. T.A. - great opportunity for board development for board members to contribute to the revenue side of the budget. We'd like board members to help out and make the "ask". I will be focusing on this. Part of the Big Day of Giving will involve board members having a list of ten potential advertisers to ask to place an ad. Given the recognition of what we do I think this will be good. When we go before municipalities to ask about their proclamations will be another opportunity. We need to provide board members with language to use in the ask. This is top of mind for me. D.Brown asked if Poetry Out Loud will be reflected in the budget. B.B. - funding for that comes out of the California for the Arts grant which will show up later when funding actually comes in and will show the standard funding of \$5,000 for Poetry Out Loud. We did ask for more, and we're thrilled, but the Feds cut it down to \$70,00 and we got \$66,600. Another part is the underserved grant(s) and funding for staffing to help with Executive Director and AEP6 projects. We'll talk about percentages for these later. Any questions?

b. Scope of Work from Placer County &

- c. General Updates – B. Burge The next time we will go over the first quarter report. We've not done this in the past, but I feel it's important to keep the board updated. Catherine and I spent days finishing it up with Darcy's and Patrick's help. T.A. asked what the changes were. B.B. - we'd have to go through the document line item by line item. The big picture is the previous SOW listed everything we used to do and we would update those tasks. The new SOW is basically informational, how we're spending the money and how we're changing and updating the grant request form. Now it's more data driven.

T.A. wants BOD to better understand what goes into the SOW and what is expected of the board members. BOD members should have this information, the SOW, and understand what we are tasked with to complete these items. Wants to have conversations about the revamp of the grant application, will check in with Tiffany. Kudos to Gloria Beverage for heading up the Grant Committee. Poetry Out Loud now the responsibility of Delgreta Brown. Gloria Beverage Grant Committee – Grant App changes. Some of the board members will be tasked with completing some of the tasks in the SOW. Cultural Mapping Study which board members can be tasked with helping achieve those goals. At our next meeting hoping to have Gloria share with us the role of the grant

committee and how we are completing goals of the SOW. The first six items are things ACPC must accomplish. We've revamped the whole grant process. Want the board to understand the work that was done and board members to help with improving our infrastructure. The budget, Unity has been tasked with seeing that the budget conforms with the County requirements and that it does spell out how we are spending the money. We are responsible for that. The promotion of arts and cultural events, this speaks to the Cultural Mapping Study and AEP6. I want to go through this and want to help the newer board members understand their role in regard to the SOW.

B.Burge - we are in good shape as the staff met a week ago to go over their responsibilities from the SOW and have been assigned certain parts of it. Two parts to the grants, money that comes in and money that goes out. Gloria is part where the money that goes out as she's the lead of the grant committee. She and Catherine have taken the documentation that was provided previously to the grant committee at the beginning of the process to improve the grant application as well as the suggestions from the County on how to improve it. They are moving it along and will have in the near future an outline for everyone to see. B.Burge – I want to make it a practice now to let everyone know what they have to do. T.A. wants to make sure we live up to our mission. We as a board should be out there promoting ACPC, what opportunities are there along with staff to do that. What events are board members attending? P.Storm - who will be attending the Blue Line Taste of the Tour – T.A. will be there. Darcy - she has name tags for everyone. P.Storm - Taste of the Tour starts around 11:00 Saturday at Blue Line. B.Burge dropped off Tour Guides at the Peacock Café and the elementary school in Sheraton along with a bunch of our hand-out coloring pages.

P.Storm - check out our FB page, click on "More" and "Events" to see everything that is going on. T.A. - I hope that everyone is "following" ACPC. The big event for the Placer Artists Tour is Saturday, November 4, with a large event at Blue Line for the Taste of the Tour.

B.Burge - asked Sierra did they end up doing a sound for the Hip Hop Congress, a virtual sound recording? So glad you were able to go as several of us were ill. Sierra - it was a fabulous event. B.Burge - I have some ideas for the underserved I want to talk to Sierra about. T.A. – I'd like to see Sierra's notes regarding bringing youth board members on board and meet with Sierra, Gabe and Jacob. S.Bamsey - they were talking about youth homelessness and it happens that the San Diego YMCA is partnering with our YMCA and doing a huge youth homeless event, walking, biking and using public transportation from San Diego to Sacramento. Will be here November 7 and hosting a huge youth homeless event. I will invite everyone, good opportunity to connect with them, come to a board meeting.

- d. Cultural Mapping Study – D. Frank very pleased to share that we are already implementing many of the recommendations: B.Burge hired a contractor to do grant research and writing so we are off an running there; T.A. - contacted the

City of Rocklin for a proclamation for November Arts & Culture Month, now we need the other five cities, or one a year if we don't get them this year. Auburn is recognizing us for Arts and Humanities Month in October, Rocklin is doing November Art and Culture for Placer County, T.A. - I'm still waiting to hear back from Roseville. D.F. - we are taking our research and turning it into action. We'd like to hire staff, recruit a volunteer to take the lead in further implementing recommendations. For example, coordinate ACPC volunteers, volunteer appreciation, organize grantee testimonials. Catherine and Barbara worked very hard collecting information. Need photos and stories to feature in our newsletter or our website, something board members can help with. Darcy will connect with the County PIO (Public Information Officer) so we can have our newsletter distributed in their county news. There are many more recommendations as well as in our five-year plan for projects to work on.

- e. AEP6 – D. Frank – The zoom presentation about the AEP6 was terrific, and the recording is now available to watch. Patrick Storm did a press release and email distribution with the report with highlights and Trent posted on our website. Both the Placer County and National results reports were posted. Save the date, **March 14**, we will have Randy Cohen here in person will be presenting. Thanks to SARA, Sacramento Alliance for Regional Arts, as they reached out and asked if we want to partner up, so we are cost sharing. I'll be working with Sierra College who will be a sponsor and will provide a venue. B.B. - asked did Nevada County get back to you to join in? P.S. - they have a different date with a different person, so it won't work as we are locked in with Randy Cohen for **March 14**. D.F. - besides the economic development staff, elected officials, we will include Sierra College faculty and students, and our BOD will be invited.

B.B. - asked what is the number of seats at Sierra College? When it was done before at the State Theatre for the AEP5, I think there was probably 35-40 people there, when it was done in Sacramento at the B Street Theatre it was a full house, so we need to market the heck out of it. It will be the theatre production month, and if there are sets in place that will be a great backdrop for Randy. Plan B would be in a smaller venue.

Who else would you like to invite – Bd of Supervisors, some of our 40 Icons, County Education Board, Superintendents, school principals, Nevada Arts Council. If you think of anyone, let Darci know.

T.A. wants to take the AEP6 on the road before the supervisors to show them how the data can help them do their job. Our board members who are assigned to a supervisor, they could tag along during this presentation and understand more about the AEP6 study. D.F. - they've broken out the key messages which you can use when talking about this: Jobs in the arts support the economy, creativity, and innovation, they make social connections, build empathy and understanding in the arts, and make our communities more livable. The data in the study backs up all these messages. Jim, Kudos to you for your diligence in capturing so many surveys that this data is based on.

- f. Placer County Arts & Culture Magazine – D. Frank – The Placer County Arts and Culture Magazine is coming together. Want to get it out next week, thanks to Gloria Beverage for writing an article on Susie Bauer, to Delgreta Brown for writing a spotlight piece on performing arts. We still need some advertisers and sponsors, not too late. Thanks to Sierra for building a database to see who’s been asked.
- g. November Art & Culture Month – D. Frank – Patrick and I knocked out a complete toolbox with resources for arts organizations so they can open up and see social media posts created, links to download logos, graphics, how to create an event on FB. If you have an event, put it on FB and it will automatically populate on our new website.

B.B. remind me when we do the second quarter report to add this in as it’s one of their requirements and I didn’t know you were doing this. P.S. we got a head start on this so we can adjust it in January. We also have a link in there for nonprofits and how they can get a free Canva for nonprofits, an online design tool to make graphics. B.B. - Cristin Hanna’s report from Lake Tahoe Dance Collective was the “gold standard” of backup information from our grantees. As a large organization it must have been easier to do, but Cristin told me they are a small organization and she is the only one creating it, using the Canva templates.

D.F. - will forward the toolbox to everyone once it’s finalized, and in it you will find an Arts and Culture Month poster to post wherever you can. B.B. - that’s outreach too, Poster can be taken to galleries and shops to post in windows. Good opportunity for board members to hand out. D.F. - will get printing prices. J.C. - to hand out to the public? B.B. - post in shop windows in the various towns. J.C. – I can pass out during the Placer Arts Tour, put out a QR code too get it too. D.F. - asked how many everyone would like for her to have printed to keep consistency in the look. B.B. - most everyone will post it. T.A. - need poster for presentation to City of Auburn to give them.

- h. Board Development – T. Armstrong – Will meet individually with board members to set up a time before the November board meeting. To make sure board members understand their responsibilities and upcoming projects you’d like to do. What it is about being on the board can we help you with to meet your needs. Go through the bylaws and all the roles of being on the board and requirements.
- i. Projects for BOD Members – T. Armstrong – see above.
- j. Media Updates – P. Storm – See info from chat below. We don’t post on X (Twitter) as it’s no longer reliable or a constructive area, may post sporadically. We post on YouTube, Facebook, and Instagram now. Good news, we had ten earned media interviews in the first quarter with Good Day Sacramento that spotlighted arts organizations. Some we helped coordinate; others were based on relationships we’ve helped build. That’s what’s so great about what we’ve done over the last six years. You never see us promoting ACPC, instead we

remind local media to come and experience arts in Placer County. Before we leave every interview, I make sure they are connected to the person we have and remind them of three things that that group is going to be doing in the future that are news-worthy, so they always have follow-up interviews for three months, six months, a year. If we have something coming up, we are always pinging those reporters, in case those organizations don't connect, the media won't show up. We are constantly throwing story ideas out to the media to remind them we have a very rich art and culture scene in Placer County. They've been very responsive, and ten segments were very good to have. Please make sure you are following, liking on Facebook and Instagram, helps with our numbers to reach more people. Don't want to do paid promotions but would prefer to use the power of the board to have a greater reach.

B.B. - Gold County Writers (one of our grantees) did a story contest, 56 entries, 3 winners, story published in the paper from Gloria Beverage. G.B. – It was a great event. We will post information. Catherine - I collect the information put it in a separate file and send to Darcy for the newsletter. J. Carnathan - we were slammed at the Makers Faire, lots of attendees.

B.Burge - Eve who helped Jim at the Makers Faire, did Chinese calligraphy names on paper for about 75 people and supplied her own supplies. They think about 300 people stopped by the table. I would like to send her a small gift card to thank her. Just wanted to run it by everyone. T.A. - No issue with this, good opportunity to acknowledge her volunteer help. Jim gave away a lot of clay. J.C - it was donated. Delgreta asked about the link to the Hip Hop Congress YouTube, B.Burge would like it too. T.A. - she'd send it out, not sure if it was recorded.

k. Adjournment at 7:51 p.m.



Instagram  
Followers 1,783 (+39)  
Engagement 725  
Reach 13,787

Twitter  
Followers 145 (+6)  
Impressions 1,321



Patrick Storm to Everyone 7:39 PM

1st Qtr 2023 Earned Media

Good Day Sac - RTAA Footloose  
<https://youtu.be/2DY5L4saxSs?si=QgRB5fnnwffGpMFd>

Good Day Sac.- Placer Ukulele Festival Pt 1  
<https://youtu.be/MXvm53-qAzI?si=jLhsO9HBwspQFPcY>

Good Day Sac - Placer Ukulele Festival pt 2  
<https://youtu.be/4C1401jspY4?si=td1R2Q1yXVMrx1fY>

Good Day Sac - Rockstar Music Shoppe - Lincoln  
[https://youtu.be/io2BbZs\\_x8E?si=RnpwNfegysUfR836](https://youtu.be/io2BbZs_x8E?si=RnpwNfegysUfR836)

Good Day Sac - "Make it" at the Museum  
<https://youtu.be/ztNiuXx13Uw?si=bmZR1lzkPPXa3yfR>

Good Day Sac - Rocky the Snake!  
<https://youtu.be/gkNnXXaWctU?si=h1qM5fmwbn-rGoSr>

Good Day Sac - Roseville Quilt, Craft, and Sewing Festival  
[https://youtu.be/AUVGupZUAj4?si=8YiOpXIQBAdN8\\_5J](https://youtu.be/AUVGupZUAj4?si=8YiOpXIQBAdN8_5J)

Good Day Sac - Roseville Library Lego Contest  
<https://youtu.be/A9PURiBZa7U?si=xPOkxjQGu12eyGJT>

Good Day Sac - Sunday Art Demo at High-Hand Art Gallery  
<https://youtu.be/XwmZNqYVMAA?si=VOwjXId5BfFRlF4>

Good Day Sac - Summer Art Camp at Blue Line Arts, Roseville  
<https://youtu.be/raNNySHcNJU?si=LRD8GrXGtnzcoQeB>

<https://goldcountrymedia.com/news/296110/gold-country-writers-short-story-contest-winners-celebrate-with-bags-of-gold/>





Delgreta Brown to Everyone 6:59 PM

late reply. get a quote for a caterer? exploring options is all

typo: "Publish" Arts & Culture Guide



Sierra Bamsey to Everyone 7:10 PM

Just a note on events- I went to the "Truth from Youth" Listening Session event today in Auburn!



Patrick Storm to Everyone 7:19 PM

Watch the AEP6 video here: <https://youtu.be/Snopw-w86eU?si=eYYaoTkTib7UIYx->



Patrick Storm to Everyone 7:34 PM

<https://placerarts.org/arts-culture-month/>

Social Media/PR Report 1st Qtr 2023 (July-Sept)

Facebook

Followers 2,840 (+73)

Engagement 1,132

Reach 22,232

Impressions 32,683

Instagram

Followers 1,783 (+39)

Engagement 725

Reach 13,787

Twitter

Followers 145 (+6)

Impressions 1,321



Patrick Storm to Everyone 7:39 PM

1st Qtr 2023 Earned Media

Good Day Sac - RTAA Footloose

<https://youtu.be/2DY5L4saxSs?si=QgRB5fnnwffGpMFd>

Good Day Sac.- Placer Ukulele Festival Pt 1

<https://youtu.be/MXvm53-qAzI?si=jLhsO9HBwspQFPcY>