



## AGENDA

### Board of Trustees Meeting Wednesday, February 21, 2024 6:30 p.m. Zoom

- I. Call to Order/Welcome/Roll Call – T. Armstrong, S. Bamsey, G. Beverage, D. Brown, B. Burge, G. Gonzales, U. Lewis, T. Walker
  - a. Excused –
  - b. Also Attending – P. Storm, D. Frank, S. Kaplan, C. High, J. Carnathan, T. Branson
  - c. Absent –
- II. Additions to Agenda –
- III. Public Comment – Limited to 3 minutes each or 15 total
- 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. Approve the **January 17, 2024, Minutes** (see attached)
  - b. Vote - Sierra Bamsey, Treasurer
- V. Board of Trustees – Discussion Items
  - a. Next Meeting Date **March 20, 2024, Zoom**
- VI. Committee Report and Informational Items
  - a. B. Burge - Managing Director –
    - i. Placer Community Foundation donor fund statement
    - ii. Program Partnerships
    - iii. Unity Lewis – Diversity Director
    - iv. Sierra Bamsey – Treasurer
    - v. Budget/Dashboard – Any questions?
    - vi. Looking for a board member from District 5
  - b. T. Armstrong - BOD President –
    - i. Sierra & Twiana BDOG – Dates and participation
    - ii. Board Recruitment

- c. D. Frank - Graphic Designer/Project Mgr. –
  - i. Randy Cohen presentations March 14
  - ii. Art Alley at Garden Faire sponsoring Placer County Master Gardeners' event
  - iii. Report on African Drumming and Dance Event: [www.youtube.com](http://www.youtube.com/watch?v=...) African Drumming and Dance
- d. P. Storm – Media updates –
- e. D. Brown –
  - i. Poetry Out Loud Wrap-up and Budget
  - ii. Art & Culture Magazine Update
- f. C. High – ACPC December 2024 Holiday Party – Date, day or evening? Carpool?

VII. Adjournment



## MINUTES

**Board of Trustees Meeting  
Wednesday, January 17, 2024 – 6:30pm  
Zoom**

- I. Call to Order/Welcome/Roll Call – G. Beverage, D. Brown, B. Burge, G. Gonzales, T. Walker
  - a. Excused – S. Bamsey, T. Armstrong
  - b. Also Attending – P. Storm, D. Frank, C. High, J. Carnathan, Shana Kaplan
  - c. Absent – Unity Lewis
- II. Additions to Agenda - None
- III. Public Comment - limited to 3 minutes each or 15 minutes total.
- 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. Approve the December 20, 2023, Minutes – Motion to approve – Gloria Beverage, all in favor, no opposed.
- V. Board of Trustees - Discussion Items
  - a. Next Meeting Date **February 21, 2024, Zoom**
- VI. Committee Reports and Informational Items
  - a. Managing Director, B. Burge – Grant Workshops, CAC funded programs, 2<sup>nd</sup> Quarter Report for Placer County, Financial Dashboard, Partnerships – 2<sup>nd</sup> Quarter Report to Placer County, hope that everyone has read it. Staff members add what they have been doing for the last three months. For this report we’ve included our invoice to Placer, and the budget along with the report. Task 1 – Grant Program, criteria has been changed. Went over the budget, the funds from CAC will be kept separate from the funds from Placer. Website has been steadily receiving more Directory listings; will change the Grant App next cycle to be able to save and add items later, not available to do that now.
    - a. Shana – reported that we’ve submitted a Letter of Interest to the ArtsHERE grant, basically a pre-screen application, they will let us know by March 1 if we are accepted to be able to submit a full grant application. They are interested in services provided to underserved, a broad scope, not interested in small projects, looking for capacity building. We’ve submitted a proposed demographic analysis of who is being served or not, with plans for building ACPC capacity. B. Burge all staff contributed to the information. This covers the whole of the U.S., with over 95 organizations applying. We can’t compete with the large cities, so we put in for \$95K. It was good practice exercise writing grants, and the information can be used in future grant applications.

We'll hear back March 1 whether we're accepted and able to actually apply for these funds.

- b. Outreach – Jim Carnathan gave out more coloring pages to Lehman Elementary School here in Lincoln. More outreach activities previously, quiet now.
- c. Cultural Mapping Study Implementation – D. Frank – Feb 26 we'll be presenting the Cultural Mapping Study to Rocklin Arts Commission.
- d. New “programming” using CAC funds received recently and this money will be put toward Poetry Out loud \$5K, \$5K for small programs –
  - i. First program - African Drumming and Dance to kick off Black History Month, on January 27<sup>th</sup>. We support them with \$275. Share the information out on your media.
  - ii. Second program - \$5K to the Hip Hop Congress with Unity as ACPC Board lead. This is a program on the arts for the underserved. Unity presented at the MLK presentation in Auburn on Monday with some good feedback already; another program with Blue Line Arts for an after-school art program in Sheridan. This in the beginning phase.
  - iii. Third program - Lake Tahoe Dance Collective, and **we need a board lead/liaison for this** to work with Christin Hanna. We'll partner with them on dance movement programs for differently-abled, to be held in the Spring and in the Fall. Christin has already drafted up a program with a budget.
  - iv. Note that these programs are pilot and we're providing small funding for them. They do the work, our Board members will act as a liaison from ACPC and provide the funding. Different than granting money through our previous community grant program.
- e. AEP6 Partnerships and March 14 Presentation – D. Frank – March 14 invite will go out soon, going forward on this presentation. Still looking for sponsor for lunch in the Sierra College area, possibly lunch boxes. Tiffany asked what the expected head count is – 100. Darci - **Who would like to call and find a sponsor??**
- f. Art & Culture Guide – virtual issue for the fall went out with only 500 viewers, big drop views, 5,000 were direct mailed. In the past we've done two printed, this time we had one printed and one virtual. The digital is easy and kind to our budget. The little feedback we've received has been folks like the printed one better. We do lose money on the printed version.
- g. Tiffany suggested we create flyers we can post. Barbara said Catherine suggested we create a postcard, half page, back side with a QR code, we'll pass on her notes to Darci, just an idea. Delgreta asked if we partner with a publisher or a printer who could partner with us for the magazine, Darci said we do with Style Magazine. Partner/sponsorship with a printer in exchange for our marketing. Delgreta asked for an “ask script” for sponsors and ads. Tiffany asked that this could be sent to all the Board too.
  - i. Tiffany suggested a flyer geared to the Spring and to the Fall that we could leave on community boards.
  - ii. BB we need something smaller to hand out during outreach events. Jim suggested his bookmarks are also easy to hand out.
- h. **B. Burge we need someone on the Board to make sponsorship calls.**
  - i. B. Burge will be working soon with Placer County on the Scope of Work.

- b. Board Development/Projects - D. Frank – Darci previously sent out a list of projects we need help on, Delgreta responded and hopes others have responded to Twiana. Looking for a lead on the new Lake Tahoe program. BB will update the project list.
- c. Delgreta Brown – Updates on Poetry Out Loud; sponsors for the Arts and Culture Magazine – There have been recruitment challenges, responses have been low from the schools. Need a more aggressive approach next season, teachers are not responding, possibly due to the holidays. We've gotten Granite Bay HS which may be the only school this year. Disappointed in the lack of responses, wanted to grow it, with a youth poet laureate, possibly a champion who won last year, younger age group, hip hop styles, and a singer poet. Extended the time frame to include a pre-social time, then go into the program and after a little reception, that was my vision. Still working on it, wanted 3-5 schools. B. Burge said this isn't new, don't know what it will take to get the teachers excited. Delgreta said she also reached out to the PC Board of Education. If she brings in the outside poets, take them to different schools. If anyone has any suggestions, let Delgreta know for next year. Got a sponsor Air B&B in zip codes where our champion could stay during the competition in Sacramento. Got a winery to donate. Patrick will be there too. Patrick suggested to avoid alcohol sponsors as we can't promote them.
- d. Adjournment 7:39 p.m.



PO Box 9207, Auburn, CA 95604  
phone 530-885-4920 | [www.placercf.org](http://www.placercf.org)

**Arts Council of Placer County Endowment  
For the Period Ending December 31, 2023**

---

**STATEMENT OF FINANCIAL POSITION**

**Market Value as of December 31, 2023**

**Assets**

Cash and Cash Equivalents	\$248.13
UBS Investment Pool	\$27,582.86
<b>Total Assets</b>	<b>\$27,830.99</b>

**Liabilities and Fund Balance**

No liabilities for this period.

Fund Balance	\$27,830.99
<b>Total Liabilities and Fund Balance</b>	<b>\$27,830.99</b>

**Available to Grant** **\$1,066.00**



PO Box 9207, Auburn, CA 95604  
phone 530-885-4920 | [www.placercf.org](http://www.placercf.org)

**Arts Council of Placer County Endowment  
For the Period Ending December 31, 2023**

---

**STATEMENT OF FUND ACTIVITY**

	<b>Current Period</b>	<b>Year-To-Date</b>
	<b><u>October 01, 2023 – December 31, 2023</u></b>	<b><u>January 01, 2023 – December 31, 2023</u></b>
<b>BEGINNING FUND BALANCE</b>	\$25,647.15	\$24,792.16
<b>Receipts and Earnings</b>		
Contributions	15.00	312.00
Interest and Dividends	166.13	596.26
Realized Gains (Losses)	(58.22)	1,151.67
Unrealized Gains (Losses)	2,158.17	1,369.85
<b>Total Receipts and Earnings</b>	<b><u>\$2,281.08</u></b>	<b><u>\$3,429.78</u></b>
<b>Disbursements</b>		
Other Disbursements	0.41	0.41
Administrative Fees	96.83	390.54
<b>Total Disbursements</b>	<b><u>\$97.24</u></b>	<b><u>\$390.95</u></b>
<b>ENDING FUND BALANCE</b>	<b><u>\$27,830.99</u></b>	<b><u>\$27,830.99</u></b>
<b>Net Change</b>	<b>\$2,183.84</b>	<b>\$3,038.83</b>



PO Box 9207, Auburn, CA 95604  
phone 530-885-4920 | [www.placercf.org](http://www.placercf.org)

**Arts Council of Placer County Endowment  
For the Period Ending December 31, 2023**

---

**Transaction Detail**

**Contributions Received Schedule**

<b>Date</b>	<b>Donor</b>	<b>Amount</b>
12/29/2023	Aikman, Jeanne B	\$ 15.00
	<b>Total Contributions Received</b>	<b>\$ 15.00</b>

**Grants Awarded Schedule**

No grants were made this period.

---



7:12 PM

01/31/24

Accrual Basis

# Arts Council of Placer County

## Profit & Loss Budget Overview

July 2023 through June 2024

	Jul '23 - Jun 24
Ordinary Income/Expense	
Income	
4 · Contributed Revenue	
4530 · State grants 04.27	66,600.00
Total 4 · Contributed Revenue	66,600.00
5 · Earned Revenue	
5040 · Other Public Support 04.30	
5041 · County agency contracts 04.26	248,100.00
Total 5040 · Other Public Support 04.30	248,100.00
5450 · Ad Revenue Arts Guide 03.14	7,500.00
Total 5 · Earned Revenue	255,600.00
Total Income	322,200.00
Gross Profit	322,200.00
Expense	
7000 · Grant & contract expense	
7025 · Economic Impact Study - Am4Arts	3,000.00
7020 · Awards & Grants 06.20	75,000.00
7000 · Grant & contract expense - Other	5,000.00
Total 7000 · Grant & contract expense	83,000.00
7200 · Salaries & related expenses	
7223 · Salaries and Wages - Exec Direc	38,600.00
7221 · Salaries and wages - PT 5.01	20,640.00
7240 · Other benefits 05.08(work Comp)	7,900.00
7250 · Payroll taxes 05.03	7,404.00
Total 7200 · Salaries & related expenses	74,544.00
7500 · Contract services	
7520 · Accounting fees 06.02	10,000.00
7540 · Professional Services 05.05	75,000.00
Total 7500 · Contract services	85,000.00
8100 · Nonpersonnel expenses	
8105 · Event Expenses	5,000.00
8110 · Supplies 06.40	1,000.00
8130 · Telephone & telecomm 06.41	450.00
8140 · Postage, shipping, del 06.32	400.00

7:12 PM

01/31/24

Accrual Basis

# Arts Council of Placer County

## Profit & Loss Budget Overview

July 2023 through June 2024

	Jul '23 - Jun 24
8160 · Internet/Web Access 06.25	
8163 · Website Directory Project	2,500.00
8165 · 07.03 Internet & Web Marketing	350.00
Total 8160 · Internet/Web Access 06.25	2,850.00
8170 · Printing & copying 06.33	800.00
8190 · Placer Arts Guide Expenses	10,000.00
Total 8100 · Nonpersonnel expenses	20,500.00
8200 · Facility & equipment exp 06.17	
8211 · Event Rentals/Storage	1,200.00
8225 · Computer Software/HW	5,000.00
Total 8200 · Facility & equipment exp 06.17	6,200.00
8300 · Travel & mtg 06.43	
8350 · Transportation Expense	400.00
Total 8300 · Travel & mtg 06.43	400.00
8500 · Other expenses	
8510 · Interest expense 06.24	2,750.00
8520 · Insurance 06.23	2,750.00
8525 · D&O Insurance 06.23	700.00
8526 · Marketing - Electronic 07.13	2,000.00
8527 · Marketing and Outreach	1,500.00
8560 · Outside computer services 06.25	3,000.00
8591 · Bank charges & ccdisc 06.07	800.00
Total 8500 · Other expenses	13,500.00
8600 · Business expenses	
8640 · Permits, Fees & Licenses 06.31	100.00
Total 8600 · Business expenses	100.00
Total Expense	283,244.00
Net Ordinary Income	38,956.00
Net Income	38,956.00

3:20 PM

12/29/23

Accrual Basis

**Arts Council of Placer County**  
**Profit & Loss Budget Overview**  
July 2023 through June 2024

---

	Jul '23 - Jun 24
Ordinary Income/Expense	
Income	
4 · Contributed Revenue	
4530 · State grants 04.27	66,600.00
Total 4 · Contributed Revenue	66,600.00
Total Income	66,600.00
Gross Profit	66,600.00
Expense	
7000 · Grant & contract expense	
7020 · Awards & Grants 06.20	15,000.00
7000 · Grant & contract expense - Other	5,000.00
Total 7000 · Grant & contract expense	20,000.00
7200 · Salaries & related expenses	
7221 · Salaries and wages - PT 5.01	38,600.00
7250 · Payroll taxes 05.03	3,000.00
Total 7200 · Salaries & related expenses	41,600.00
8100 · Nonpersonnel expenses	5,000.00
Total Expense	66,600.00
Net Ordinary Income	0.00
Net Income	0.00

BOARD OF TRUSTEES FINANCE DASHBOARD FOR MONTH ENDING January 31, 2024

	Jan-24	Jan-23	Variance		Budget YTD 2023/2024	Over/Under	Annual Budget
Profit and Loss Report:	Actual	Actual	Actual				
Gross Income	\$257,505.00	\$198,858.85	\$58,646.15		\$190,650.00	\$66,855.00	\$263,100.00
Expenses	\$103,452.21	\$123,502.66	(\$20,050.45)		\$139,474.85	(\$36,022.64)	\$262,800.00
Net Income	\$154,052.79	\$75,356.19	\$78,696.60		\$51,175.15	\$102,877.64	\$300.00
Cash Position (Balance Sheet Report)*							
Current Assets							
Cash Accounts	\$124,330.01						
Accounts Receivable	\$62,025.00						
Prepaid Expenses							
Total	\$186,355.01						
Current Liabilities							
Accounts Payable	-8.77						
Other Curr Liabilities - Visa, PR Tx, LoC	\$32,338.30						
Deferred Revenue							
Total	\$32,329.53						
Cash Position	\$154,025.48						
* Balance Sheet less Fixed Assets, Depreciation, Long Term Liabilities and Equity							

## ACPC Embarks on New Initiative: Program Partnerships

The ACPC currently operates with three existing core work areas: Community Grants, Resources, and Promotion. These areas form the foundation of the organization's efforts to support and promote the arts within the community. Here's a brief description of each:

Community Grants core area focuses on providing financial support to artists, arts organizations, and community projects through grant programs. These grants may be applied for during 2 cycles throughout the year and may be awarded for various purposes, such as funding specific artistic projects, supporting arts education initiatives, or facilitating community-based cultural events. The Community Grants program plays a crucial role in nurturing artistic talent, fostering creativity, and enriching the cultural landscape of the community, **and is currently funded by Placer County Economic Development Department.**

The Resources core area is dedicated to providing practical support and resources to artists and arts organizations. This may include offering access to shared facilities, equipment, or studio spaces, providing technical assistance and professional development opportunities, or offering guidance on grant applications and fundraising strategies. By equipping artists and arts organizations with the tools they need to succeed, the Resources program helps to strengthen the overall capacity and sustainability of the arts sector.

Promotion is focused on raising awareness of the arts and promoting cultural events and activities within the community. This core area involves marketing and advertising campaigns, media outreach, social media engagement, and other promotional efforts to attract audiences and generate interest in the arts. By highlighting the diverse range of artistic offerings available, the Promotion program seeks to increase participation in cultural events, support local artists, and foster a greater appreciation for the arts.

In addition to these three core areas, the ACPC is embarking on a new initiative by introducing a fourth core area called Program Partnerships. This new area underscores the importance of collaboration and partnership-building within the arts community. Program Partnerships will involve forging strategic alliances with external organizations, institutions, and individuals to create synergies, leverage resources, and enhance the impact of artistic programs. By expanding its focus to include collaborative ventures, the ACPC aims to further strengthen the vibrancy and sustainability of the arts ecosystem, ultimately enriching the cultural life of the community. This effort in 2024 is made possible with funding from the California Arts Council.

The Arts Council's introduction of the new 4th core area, "Program Partnerships," reflects a strategic shift towards fostering collaborative initiatives within the artistic community. This innovative approach aims to create synergies between the ACPC and external organizations, institutions, and individuals, with the overarching goal of enhancing the impact and reach of artistic programs.

Program Partnerships are designed to encourage collaboration at various levels within the arts ecosystem. This could involve joint ventures with other arts organizations, partnerships with educational institutions, collaborations with local businesses, or even alliances with governmental bodies. The key focus is on creating a network of interconnected entities that can pool resources, share expertise, and collectively contribute to the growth and sustainability of the arts sector.

Key benefits of the Program Partnerships core area include: resource optimization; diverse perspectives and expertise; increased visibility and reach; enhanced educational opportunities; and; community engagement and support; and adaptability and innovation:

#### Resource Optimization

By forging partnerships, the ACPC can tap into a broader pool of resources, including financial support, facilities, and expertise. This can alleviate the strain on individual organizations and lead to more robust and sustainable programs.

#### Diverse Perspectives and Expertise

Collaborating with external partners brings in a diversity of perspectives and expertise. This cross-pollination of ideas can lead to more innovative and inclusive artistic programs, ensuring a richer cultural experience for the community.

#### Increased Visibility and Reach

Through strategic partnerships, the ACPC can extend its reach and visibility. Collaborative initiatives are likely to attract a larger audience, both in terms of local community engagement and broader state or national exposure.

#### Enhanced Educational Opportunities

Partnerships with educational institutions can facilitate the development of arts education programs. This can contribute to the cultivation of artistic talent, fostering a new generation of creatives and ensuring the long-term vitality of the arts.

#### Community Engagement and Support

Collaborating with local businesses and community organizations fosters a sense of ownership and support for the arts within the community. This not only strengthens the cultural fabric but also enhances the sustainability of artistic endeavors through increased local backing.

#### Adaptability and Innovation

The dynamic nature of partnerships allows for a more flexible and adaptive approach to artistic programming. This agility can be especially beneficial in responding to evolving societal trends, ensuring that the arts remain relevant and resonant with the community, resulting in sustainability. This will also assist with capacity building within the ACPC and the larger Placer County arts and culture.

In summary, the ACPC's Program Partnerships initiative represents a forward-thinking approach to cultivating a vibrant and interconnected arts ecosystem. By fostering collaboration, sharing resources, and embracing diverse perspectives, this new core area is poised to bring about positive and lasting impacts on the cultural landscape.

In 2024 the initiative kicks off with 3 strategic partnerships:

Lake Tahoe Dance Collective - Dance, movement classes for differently-abled children and adults.

Blue Line Arts - Partnering with after-school art clubs for Title 1 schools.

Hip Hop Congress - Various art mediums to foster mental health for youth.

International Dance Arts Collective - African History Month Program, African Drum and Dance

JAN 2024

ALL EMAILS

Custom Dates ▾

Jan 1, 2024

Jan 31, 2024

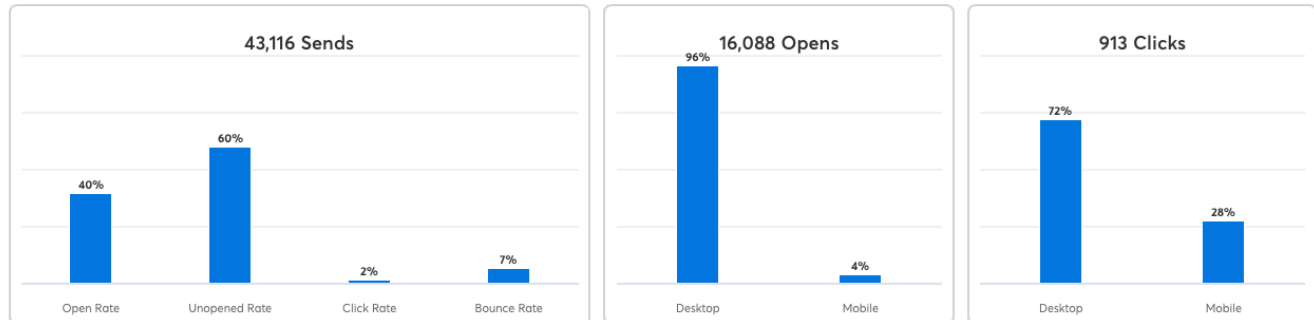
Click rate ▾



## Overview

Download As ▾

A look at some of your top emailing stats during the selected time range.



## Trends

Compare your stats over time and across your industry during the selected time range.

Your open rate:	40%	Your click rate:	2%
vs. previous 30 days	+0% —	vs. previous 30 days	-1% ↓
vs. industry average	-1% ↓	vs. industry average	+0% —

## ARTS SCENE

### Email Performance

See how your emails are doing with your audience. [Compare your results to the industry average.](#)

Sent

5737

Open Rate

42.4%

Click Rate

4.3%

Opens	2266	Clicks	232
Sent	5737	Did Not Open	3082
Bounces	389	Unsubscribed	5
Successful Deliveries	5348	Spam Reports	0
Desktop Open Percentage	94%	Mobile Open Percentage	6%





# JAN 2024

## Constant Contact

### Email campaigns

See how your campaigns performed during the selected time range.

Table Graph

11 Items

Export All

Compare Selected

Search by Campaign Name

<input type="checkbox"/>	Time Sent ↑	Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
<input type="checkbox"/>	Tue, Jan 2, 2024, 11:06 AM	NewYr New Directory 12.31	5,747	2,064 39%	80 1%	398 7%	4 1%
<input type="checkbox"/>	Wed, Jan 3, 2024, 3:31 PM	Grants1.2024	2,417	955 43%	70 3%	204 8%	0 0%
<input type="checkbox"/>	Thu, Jan 4, 2024, 7:04 PM	Arts Scene 1.24	5,737	2,266 42%	232 4%	389 7%	5 1%
<input type="checkbox"/>	Mon, Jan 8, 2024, 4:20 PM	Grants 1.9&10 Reminder	748	300 45%	31 5%	80 11%	0 0%
<input type="checkbox"/>	Fri, Jan 12, 2024, 1:05 PM	MLK Events 2024	5,726	1,944 36%	59 1%	385 7%	10 1%
<input type="checkbox"/>	Wed, Jan 17, 2024, 11:40 AM	Grant Help Sessions 1.2024	2,146	858 43%	28 1%	152 7%	0 0%
<input type="checkbox"/>	Fri, Jan 19, 2024, 1:16 PM	Call to Artists: RckInFineArts.Gallery10 1.24	1,695	739 46%	79 5%	88 5%	0 0%
<input type="checkbox"/>	Sat, Jan 27, 2024, 9:49 AM	African Drum and Dance TODAY 1.27.24	5,717	2,220 42%	31 1%	390 7%	7 1%
<input type="checkbox"/>	Mon, Jan 29, 2024, 2:17 PM	Call to Artists: Lottery for the Arts 2024	5,415	1,814 36%	61 1%	341 6%	5 1%
<input type="checkbox"/>	Tue, Jan 30, 2024, 8:54 PM	Arts Scene FEB 2024	5,704	2,122 40%	226 4%	384 7%	2 1%
<input type="checkbox"/>	Wed, Jan 31, 2024, 12:21 PM	Grant Help Sessions 1.2024Tech	2,064	820 42%	17 1%	134 6%	1 1%

Show 100

< Page 1 of 1 >