



## 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.