



MINUTES

Board of Trustees Meeting Wednesday, August 21, 2024 Zoom 6:30 pm

- I. **Welcome/Call to order/Roll Call** – T. Armstrong, S. Bamsey, G. Beverage, D. Brown, B. Burge, G. Gonzales, L. Horrocks, U. Lewis, T. Walker
 - a. Excused – J. Ross Parelli, E. Ngure
 - b. Unexcused – U. Lewis
 - c. Also Attending – P. Storm, D. Frank, S. Kaplan, C. High, J. Carnathan, T. Branson, G. Grice
- II. **Additions to Agenda** – D. Frank – Arts and Health
- III. **Public Comment** – Limited to 3 minutes each for a total of 15 minutes – 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. Vote – No minutes to vote on. Our June board meeting was the Strategic Planning Meeting, and we were dark in July.
 - b. Next meeting will be September 18 and will be in person, venue to be announced. James Phillips will do a presentation.**
- V. **Committee Reports and Informational Items**
 - a. B. Burge - Managing Director –
 - i. Placer County Board of Supervisors recent meeting – Annual Report accepted and local partnership between ACPC and Placer County recertified.
 1. Fourth Quarter Report – was presented by Gloria Stern, Placer County Economic Development Department, to the Board of Supervisors on July 23 along with our Annual Report. Barbara Burge made some comments and Patrick and Darci took them through the slides. The supervisors had very good questions and comments, they were amazed how much we are doing and how much we've grown. We were approved and certified as a Partner for the County. T.A. acknowledged the hard work staff and Barbara Burge has done toward this and the work Jim Carnathan has done as the face of ACPC. D. Frank added that Supervisor Shanti Landon commented how much she appreciated the AEP6 workshop we did and would like to do it again. B.B. said that our quarterly reports are aligned with the Scope of Work contract and are submitted four times a year.
 2. 2024 - 2025 Scope of Work (SOW) with Placer County was renewed – Every year we realign our work with the County. We have a really good working

relationship with the County. D. Frank said a lesson learned in addition to all the good work we do we could also provide what didn't work, for example over \$180K was requested in grant funding and only \$40,000 was provided. Large differences with different counties paying per capita for art. P.S. need to bring up NCDC had to close their doors, a huge impact economically to the county, every time a business closes makes a difference. D. Frank will be meeting with NCDC next week, Jim Bradford, as some of the school is still in operation. T.A. needs to be included in conversations with the County. Want to make sure that we advocate for organizations that are struggling to the County, reach out to our partners. B.B. said that we did ask for more funding, but didn't get it. We want to keep the Board of Supervisors advised on exactly what ACPC is doing, via individual emails rather than through mass mailings. T. A. - ACPC needs to be carrying that message about our partners and that they know what's going on. The big change in our SOW was they want our BOD to do more fund raising. T.A. asked BOD members to look at the SOW and watch our alignment with what is required from our BOD and how it aligns with our strategic planning and the SOW.

- ii. Marketing for Art & Culture Guide – B.B. if board members know anyone who wants to advertise, please let us know, see the information attached in the Agenda. Our Art & Culture Guide is digital. T.A. new businesses could be contacted, Cities or Chambers could be sent a notice to them welcoming them and alerting them about ACPC and what we do. D. Frank asked does anyone know the new head of the Chamber of Roseville? T.W. what is the deadline for ad submissions? D. Frank probably September 15 or so, will put it into Chat.
- iii. ACPC Programming and Partnerships/Fourth Core Area ACPC Mission – recently added a fourth core mission to be added to the website.
 1. Recent CA Arts Council, CAC/State Local Partners, SLP meeting brief update – The state and local partners have an organization, and we are part of No. CA and we meet monthly and talk about what is going on with CA Arts Council. At the last State and Local Partner meeting we (No. CA) are a big block of voters, anything to do with the state partnership. Worked on the Creative Corp Nevada City.
 2. Program Partner - Hip Hop Congress – Video about their Peace Camp – see short video here: <https://www.youtube.com/watch?v=yQdkFWIKzGM> This was a program we contributed to with funds from the CA Arts Council. Unity was active with the Peace Camp. B. B. this was a grant for mental health and art in Auburn, two-week program, the kids get lunch every day, and the Peace Camp was successful, and our funds were greatly appreciated. These kids get a lot out of this program, generally is a volunteer program and free to the kids. We've supported them in the past.
 3. Northern California Creative Corp Meeting at MONCA in Chico - brief update, presentation from the California Advocacy Group – I went to this meeting, this was a granting opportunity and ACPC was involved in the granting process. P. Storm did the same kind of spread sheet we do to score our grants, and there was a lot of money given out. At MONCA, Julie Baker, Advocacy Group was there, I made a connection to Music in the Mountains.

They may take an ad out in our Art & Culture Magazine, and we will market for them. We do promote out of the county as some of the productions are in Placer. They will also partner with the Auburn Symphony, and we are getting to be known as a group that supports art organizations.

4. Testimonial from Art League of Lincoln to ACPC to be used for marketing – Their grant writer Janey Finick is now head of their board, and they found our Cultural Mapping Study was very helpful in her grant writing for A.L.L.
5. CA Advocacy Group – partner with Auburn Symphony to put on a presentation by Julie Baker re Advocacy date tbd – Ann Brown ED of the Auburn Symphony reached out to us to partner with them to produce a program with Julie Baker from the Advocacy Group. Anne will do the work and the provide the venue, and we will open it up to Placer County. Ann reached out to me last week re Sac State and Sierra College building a new campus off of Highway 65 and part of that facility will have a new performing arts venue, will have lunch with their representative to provide them with a list of arts organizations in Placer County who would need a venue. This will help them plan this new performing venue and give them an idea who to market to, who would rent it, how many seats would they need, etc. T. A. wants the BOD to be aware of this and be aware of potential strategic partners. Please see if any BOD members would like to be in these meetings in future. This would be a strategic partnership.
6. CA State Fair Photography Competition – Art Award ACPC Sponsorship Delgreta Brown - They reached out to us, we provided a \$500 grant to the winner of the Rural Photography Contest. D. B. said Jim Barr, from Grass Valley was the Rural Photography Artist Award winner. Patrick has copies of the photo and the winner and will be posted. P. S. is seeing that other counties are posting for Poetry Out Loud and suggests that we start contacting schools, updating our website. Want to make sure we get more schools. T. A. this is something that the BOD can be helping with, referring to our strategic plan. B. B. the funds from this will come from the CAC grant. D. Brown said she hesitates to start planning without knowing what funding we will have for it. D.B. has heard from the John Adams Academy already, can't promise yet until we know what monies we'll have. Thinking of moving the venue to a more neutral venue, possibly the Chalet instead of Granite Bay School. P. Storm suggests RTAA as a venue. T. A. asked Delgreta to please begin to formulate what you need for outreach, the funding we'll know in September, but please let us know what you need for volunteers and funding. T.W. as far as outreach is there a way we could come up with a flyer we could pass out to the schools, with a QR code? P. S. some schools don't accept flyers directly, but we could work with the Board of Supes and then the various boards of education letting them know who we are, description of the program, etc. This topic to be discussed later.

b. D. Frank - Graphic Designer/Project Mgr.

- i. Constant Contact stats were in the Agenda
- ii. J. Ross, and G. G. attended the Arts & Health webinar hosted by CA For The Arts. The Arts are a strong social driver of health, arts are reducing the number of trips to

the ER. G.G. is working with the County. Sue Compton, Placer County Health and Human Services donated 600 T-shirts to us, and we have them to hand out. Will be taking them to the Makers Fair, Mandarin Festival.

c. P. Storm, Marketing/Media

- i. Media updates – Facebook Events - For our last fiscal year, we have promoted over 277 events, and in the last month there are we are promoting 49 live events. More and more organizations are making us co-hosts on FB and they are then listed in our FB. In the 4th Quarter we had 12 interviews, and 48 interviews for Placer County and July and August we've had 5 TV interviews. We are out there more than before, and our exposure is increasing.
- ii. Jim Carnathan - 3 outreach events coming up, September 5 Kidzapalooza in Recreation Park, Auburn, Loomis Fruit Shed October 5, and the Makers Faire October 12 at Sierra College. Auburn Symphony September 14, Art in the Park at the School Park Preserve, they partner with the Placer Art Tour, we might get booth space. Jim noticed that the tour has postcards out and the Taste of the Tour is coming up.

VI. Financial Reports –

- a. Sierra Bamsey, Board Trustee – ACPC Budget Dashboard – July dashboard, our cash is under \$70K, good suggestion from Laura Horrocks to provide a Statement of Funds in our financial dashboard. L. H. we could list what is available and what we expect to come in and expected to be paid out. B.B. this is something we've talked about and asked Laura to sit down and make suggestions to B.B. and B. Wauters our bookkeeper. The gross income that came in for July came in from the county.

VII. Board Engagement

a. T. Armstrong, Chair

- i. 2024 – 2025 Strategic Planning Review – I will be meeting individually with each board member to identify strategic partners. Will meet with you about the conflict of interest and whistleblower statements, as well as succession planning and board development. Will be an agenda item in September.
 1. Board of Trustee Documents: Conflict of Interest, Confidentiality Agreement
- ii. Board Engagement
 1. Placer County Scope of Work (SOW) Agreement Activities – There are some comments about events the BOD needs to be aware of as well as fundraising by the BOD. Will do the Big Day of Giving again in 2025 as part of our fundraising, and a session on planned giving. P. S. also the Tuesday after Thanksgiving.
 2. Fund raising – D. F. there are suggestions in the Cultural Mapping Study about suggested ideas for fund raising.
 3. Executive Committee Meetings – Want to have meetings every other month, to go over specific items, how about Wed before the board meeting, in September? Meeting in September will be in person, would like to invite some of our icons to share about placer arts and how that grew. D. Frank

would like to give Susie Bower Artist a gift as a thank you for using her artwork in our marketing materials. P. Storm suggested that we need to “lead by example”, (we help fund the Auburn Symphony pay artists for artwork used in symphony marketing) and pay for art we use especially for art on the cover of the A&C Magazine. Would love to have everyone who submits art or info that they also have a listing in the Directory. T.A. asked what would be adequate compensation? P.S. let’s align with the Auburn Symphony and see what they are paying artists. Let’s vote for up to \$250. Motion made and seconded to provide an award to Susie Bower and the featured artist in the A&C Magazine up to \$250. Motion passed.

4. Suggestions to put a QR code on a flyer leading to the A&C Magazine as paper printed versions will no longer be produced, and to give a donated t-shirts to each of the supervisors.

VIII. Next meeting will be on September 18, 2024, in person, location to be announced.

IX. Adjournment – 8:02 p.m.