

## **SPAC Board Meeting – SPAC Office, 308 Prince Street**

### **Minutes for July 18, 2016 meeting**

Board Attendees: Tom Reynen, Tom Dunn, Sue Focke, Amy Clark, Afton Benson, Emily Larson, David Evans, Josh Intemann, Sharon Boerbon Hanson

Guests: Musa Vadnais, Alex Richmond, Stephen Workman, Prisca Akello Ohito

6:05 Meeting commenced, introductions, new board members welcomed

Vote on Minutes from June

- Submitted by Nathan (in absentia), David moved, Emily 2<sup>nd</sup>, passed

LFF Update - Stephen Workman

- Report on July LFF
  - o Pop-up tents: 4 tents, 9 artists, lots of contact, purpose was to show artists doing art. Considering future events
  - o Lots of folks on the street and talking to people for the July event, good traffic through Northern
  - o Reassigned winner of Big River Pizza giftcard because artist was not where they were supposed to be.
  - o Lowertown Underground Artists is what the artists in the basement of Northern are calling themselves
- August LFF will feature 262 building; planning on doing an August giftcard; working on poster, contact lists, & recruiting artists to display; will continue street contact efforts to make people aware this is an arts district.

6:20 Art Crawl - Alex Richmond

- Priska is the new administrative assistant
- Registrations for fall to date: 7 individ, 43 with images, 3 nonprofits, 1 gallery
- Poster & Media: 41 submitted so far – deadline adjusted to tonight due to e-mail mix-up
- Working with shorter calendar creates challenges
- New locations includes LUA & Vandalia towers (many JAX artists); an east side location is being considered, possibly in conjunction with Flat

Earth as a hub for parking & information (may be more likely for spring)

- CRC interested in finding secure spaces for lowertown artists that may have been displaced (per Sharon)
- Ad sales so far - partners & sponsors purchased annually are the bulk. New sales are generally higher end; lots of interest in district spotlights
- Continuing design of catalog used in spring for the fall – watching page count, etc.
- Opportunities: St Paul Saints offering an art crawl game day – tent outside CHS before game and board recognition during game
- Classical music crawl partnership moving forward
- MMAA partnering for pre-crawl party Thursday a week before the crawl. Planning to include sponsors and district spotlight partners.
- Continuing partnership with AM 950, a sponsorship and radio show ahead of time, plus other opportunities to work with collective.
  - Amy participated, and received recognition from listeners during the spring crawl.
  - Recommendation: a person from each major area – balanced representation very important. That was done last time between the two shows, but if the listener only heard one show it was not apparent.
- People don't expect all art crawl visitors to show up at every location, but there is still the impression that the crawl is not representing all locations. There is responsibility by the locations themselves, too. Perhaps locations might want to work directly with AM 950 to get more advertising.
- Recommendation: connect people to Springboard's latest materials for artist promotion – excellent templates, etc.
- Is a map a possibility for the Postcard? Lots of demand for that. A new graphic may need to be built from scratch to get the districts on it, but Alex will look into it.
- Greeters depend on lists of who is showing to appropriately direct people.

#### Web Update – Musa

- Story may is still being worked on.
- Spring crawl had a surplus – recommend setting up a fund to develop a full app in 2017.

- o \$5 K from Star Grant in January, but never picked up. After it's over you have to submit request. Afton will review expenses and determine what might work and submit. We can still recover the funds.

#### Finance Committee Update - Tom D.

- Current Balance: \$17,778.07
- New board member – Elizabeth – expressed interest in being treasurer. Tom D. is handling Treasurer duties temporarily but needs to transition
- Emily moves that Tom Dunn is authorized to turn over temporary treasurer duties to Elizabeth provided she accepts the position, with formal vote to install her as treasurer at the next board meeting. Sharon seconds. Vote passes.
- \$3,328.86 in pay pal in addition to bank balance per Musa.
- Working with Kelly Pratt to do income and expense entry in Quickbooks appropriate to grant requirements. No changes to budget for fall crawl. Sending second invoices to people who are in arrears from spring.
- Tax filing – extended from May 15 to August 15, with a separate auditor who will be working on that.
- Some things will be paid through auto payments to avoid issues with missing invoices for things like office rent, storage space rent, etc.
- Budget: Tom and Musa are tracking down budget done last December in electronic format and will send out when available.
- Kelly now has a contract.
- Thanks to Musa and Tom for extra hours to clean up finances!

#### Grant Committee Update - Afton Benson

- Afton is completing MRAC FY16 part 2 final report.
- Star grant approval for acceptance of award was never sent, but has now been sorted out. (Thank you, Afton!)
- Board normally approves grant applications in order to avoid competing ideas being presented for the same awards.
- Tom D moves that we approve application for FY2017 MRAC Arts Activities Grant part 1 submitted on July 8. David Seconds. Approved.

PR/Marketing Update - Tom R & Nathan Wunrow (in absentia)

Programs Update – Emily Larson

- Art in the Park
  - If there is an empty date perhaps LFF or others would like to be present
  - Testimonials on the website or for social media
  - Offer artists opportunity to have a drawing during the game to increase their contact lists.
  - September 6 is art crawl game day.

Membership – Sharon Boerbon Hanson

- Membership model shared along with other documentation. Board members please review **attached documentation:**
  - 2016 membership model.docx
  - additional info for member touchpoint list.docx
  - member welcome letter.docx
- Some money would be set aside for certificates that would be available at tent to those who paid for different levels of art.
- Benefits: provides stable budget on a calendar year (includes both art crawls, although non-members could show with a higher fee).
- Members would have a placard that could be displayed.
- Allows stable membership and budget for building a website that displays their art.
- Can hold contest for art for placard and membership card.
- District spotlight sponsorship presented on website – benefits for sponsors.
- Consider talking to NEMAA artists about their membership model to hear their perspectives.
- This type of model gives artists a chance for strong representation individually rather than as a part of a gallery.
- Union membership has some parallels. It's about making sure there's a reason to join. People like to be a part of organizations that are actually out there fighting for them. Showing the artists what we're doing will be important. Listening to the artists and a model focused on engagement is important.

- o Additional committee members are welcomed. Josh will work with Sharon
- o Program will be promoted – teased – this fall, but roll-out aimed for January.

#### CRC Update – Sharon

- Safe Zone – CRC wants to find a place for artists who need space to show during the art crawls, however, this is not aligned with mission to promote high-end artists. Emily will talk more to Paul.
- Union Depot guest services suite has become an opportunity. CRC will be moving office there, and they are interested in a space share with a welcome center in part of the space.
- Galtier is going into receivership, with prices going to rock-bottom.

#### Exhibitions Committee Update – David Evans

- Two responses to newsletter request for participants. One person on east side wants to create a gallery, another wants to talk about exhibition opportunities. Setting up committee meeting.
- Sharon may put calls for River Park Lofts gallery in the newsletter as an exhibition opportunity.
- Who in the business community has the empty windows? Sharon will contact CRC about skyway exhibition space. Frank Brown used to put art in skyway spaces.
- The Show is expecting to be open mid-August. They will know by the end of the week how many guest artists can show in The Show during the Art Crawl.

#### Buildings Update - Tom D. & Tom R.

- Office Remodel – phase 1: Cabinets installed. Bill is still thinking that walls, ceiling, and floor need work. Free 12" TV. Plan was for the green shelves to stay, but we may want to reevaluate if they're needed.

#### Lowertown Arts Initiative Update - Tom R, Emily Larson, David Evans

- Toured building spaces above Dark Horse (3<sup>rd</sup> floor). It's a bit chopped up. Not really appropriate for dividing into studios, but potential for performance/gallery/workshop/classes.

- Tomorrow at 2:00 viewing 1<sup>st</sup> two floors of Lowertown Lofts Cooperative building. Continuing to work with Springboard and others to find artist spaces.

#### Volunteer Committee – Susan Focke

- Next set of volunteers needed is for Fall Art Crawl.
- Scholarship program for Crawl is very effective. Perhaps committee should focus on creating protocols for tracking & promoting volunteer opportunities, and showing appreciation. Hours are tracked for grant opportunities.
- Perhaps a volunteer campaign with recognition for levels of participation should be considered.
- Minimum age requirement is 16. High Schools may present opportunities. Amy will work with Susan.

#### New Business

- Secretary position is open. Responsibilities include: keep minutes, maintain documents on drive, maintain formal documentation of motions, etc., track & manage keys, and oversee office.
- World of Beers is interested in partnering for fundraiser or party. Tom R, Amy, and Emily attended. Raffle model involved buying batches of tickets and putting your tickets into cups to draw for the prizes that interested you. WOB space is next door to The Show with interior connection. The event organizers reported that WOB was very good to work with on the event.
- Springboard for the Arts has a copy machine available to artists. SPAC has an account with them, but they need a list of authorized people who may do copies because they are charging for copies. Tom Reynen for sure.
- UBS Tower/Town Square – we have had a relationship where they let us have an artist display in their lobby for 2 month stretches. Something is going on with that building and no additional artists may show until that is resolved. They are interested in a holiday art fair in Town Square. Tom will ask about having art in the windows now, too. UBS is separate from Town Square, but now the buildings are cooperating.
- Eric Carranza books bands for Bedlam. Working on Lowertown the Musical for next year and would like input from SPAC.

- Musa has a contact who may be able to do web design on multiple fronts. More to come.

7:57 David moves to adjourn. Afton seconds. Passed.

Next meeting Monday, August 15, 2016, SPAC Office.