

SPAC Board Meeting – AZ Gallery, 308 Prince Street #130

Minutes for May 16, 2016 meeting (as corrected)

Board Attendees: David Evans, Emily Larson, Nathan Wunrow, Sharolyn Knutson, Sharon Boerbon Hanson, Tom Dunn, Tom Reynen

Guests: Tara Weatherly, Musa Vadnais, Alex Richmond, Chris Beckstrom

Commence meeting, introductions

Vote on Minutes from April – Emily moved, Sharon seconded, approved with amendments

Buildings Update - Bill Hosko

- Office Remodel - It's going in, but slow. Cabinets are coming along, need locks. On 20th, will prep for paint. Board needs to sort out stuff in the office. Finishing floor will happen later – help appreciated. Paint pallet shown. Bill expects to be extra-busy in near future with Capitol River Council (CRC).

LFF Update - Barbara Evan & Stephen Workman represented by Tara Weatherly

- Report on Wake for the JAX Building & Expenses – May LFF
 - o Went very well. Lots of press, 200 in procession. Union Depot kicked them out so met on sidewalk. Donations and bills will be provided to Sharolyn. Rachel created a folder on drive. Musa forwarding more donations. Kudos to Rachel Wacker for well-done event.
- Plans for June LFF
 - o Plan to feature Tilsner in June – Minneapolis Taro collective featured, with séance. There will be a demo at Tanpopo by Mayumi.
- Northern Warehouse basement space
 - o Not ready for June 1st Friday – hoping to do for July.

(Northern Warehouse basement - not quite all filled, and lots of painting, renovation, yet to do. Total spaces about 10-12. Darkroom group taking 3. Tenants have individual leases with Artspace. 1 year terms.)

Art Crawl & IT Update - Musa Vadnais and Alex Richmond

- Art Crawl Update
 - Working on financials, wrap up
- Art Crawl After Party – MMAA
 - Spoke with Samantha when party was first offered, suggested not doing Sunday after the Art Crawl because attendance would be low. Those who work on the Crawl are too tired. Maybe 300 people were invited, maybe 24 attended.
 - Instead of after party, would they consider a kick-off with a silent auction? Not immediately before because everyone is busy. Doing it a week before is a possibility. Preview party with silent auction might also bring in revenue.
 - Maybe a week after the future crawls have a potluck, with opportunity for feedback.
- Art Crawl Survey
 - Survey closed today
 - Elaine Harries will compile. Three buildings haven't reported yet, but the core buildings are in.
 - Cards – doing post-cards as thank you notes for under \$100 – using Media Winner images.
- Schedule 1 hour Art Crawl Wrap-up meeting
 - Need 30-40 minutes to share, plus time for brainstorming. This meeting is for the board. Building organizers will be informed of all reports, but board will be updated first. Logistics don't lend themselves to a larger meeting.
 - Proposing dates on Doodle. Please respond.
- Dreamhost migration
 - In the works. We needed to set up an account for SPAC – lots of movement of files, etc., in the works. Should be done in next couple of weeks. Now the board will have administrator access rather than depend on personal access. Meeting with Joe Sip Tuesday. He might be pulled into Web/IT committee.

- Betty McCollum Awards Ceremony
 - Great event, but the exhibit was a lot of extra work. Not sure if they want to do it again. (Was done at Union Depot before.) Might consider doing it in multiple areas. MMAA might be an idea.
 - Debate: Mentoring youth – giving them an example of what they might grow into – is a consideration, but SPAC’s focus is currently on high end art, so the focus for crawl should be higher end.
 - Some of the official personnel were not polite to residents. Tom and Alex went to awards ceremony, and it was awkward. Overall, didn’t add to Art Crawl.
- Musa’s role going forward
 - Still doing web/IT stuff, registration pages for fall, mentoring for Joe or someone else into Web IT part. Working closely with Alex to build foundation and keep continuity through materials in drive. Setting up google drive for everything – images, etc. – keep one repository. Would like to do some training with the board on google drive after final report and meeting for Crawl. For Fall, Musa will continue with IT and registrations.
 - Question: do we post Director position, or do we go straight to Alex. Alex is already contracted for the year, but will need new contract if promoted to Director for Fall. Musa is Director until June 30.
 - Per Musa – Director needs to be out and social. Assistant needs to be administrative support and good with computer skills.
 - Board approves all hires & contracts. Crawl Director needs to be able to work with them.
 - ACTION: Musa and Alex will put together a proposal for a structure, job descriptions, and salary/budget.
- Web IT – working on avenues for donations. Amazon, PayPal, etc.

NEW PROPOSAL presented by Chris Beckstrom:

- Creating memorial art park at 7th and Sibley in honor of Bill Krahn. Landscaping has started. Planning paving stones. Looking at casting sculptures. Asking for fiscal sponsorship to receive donations to

support artist efforts in memorial garden. CRC charges 5% and is not easy to work with. Written proposal not yet developed. Max per year of \$5,000 for that spot. Could lead to other projects along 7th.

- Chris was active with CRC and park-related activities. Might be an opportunity for SPAC to coordinate with CRC. River Garden Plan was an older initiative to create a connection from Mears to river.
- Tom R – were we fiscal agent for another artist’s project? Yes, has been done before.
- Name of garden/project to be determined.
- Already received grant to get water spigots on building. Land belongs to MnDOT.
- Written proposal requested. Chris will get back to us. Board has indicated positive support but will review proposal before formal action.

Finance Committee Update - Sharolyn Knutson & Tom Dunn

- Transition
 - Sharolyn is still transitioning with Sierra Scheet, but it is difficult to connect. Goal is to produce financials monthly and send them out pre-meeting. Kelly Pratt has agreed to help out.
 - Sharolyn has 50 birdhouse checks to write and other activity for Art Crawl
- Income Taxes & 1099s
 - Tom D – tax prep person at HR Block needs two more forms, and if gets them will file. If not will file extension. Tom ‘invited’ Sharolyn on quickbooks and paypal.
 - 1099 issue has been resolved to Tom’s knowledge.

Grant Committee Update - Tom Dunn

Kara, Tom, and Afton met and provided background information to Afton. Afton is unavailable today. \$10,000 check from MRAC has been received. Follow up required on Star Grant \$5,000 for fall crawl. Tom D handling. MRAC finals report due July 1.

PR/Marketing Update - Tom Reynen & Nathan Wunrow

- Birdhouse exhibit & sales

- o Sold virtually all. Prices lower than hoped for. Most have been picked up. Few leftovers in AZ for sale. Total around \$1500, \$750 net income. A few had higher price-tags.
 - o Need to create more draw/publicity to get people to go towards CHS.
- Visit St Paul – Annual meeting May 2, Amplify at Amsterdam May 9
 - o Tom’s attendance charged to AZ as their rep. 300-400 at Excel Energy Center. Don Shelby keynote. Talked about a lot of tourism. Made good contacts.
 - o Amplify is monthly meeting to hear about what’s new in St Paul. Hour of networking, hour of presentations. Presented on Art Crawl last month. Different tourist items each month. Usually 2nd Monday of the month.
- Lowertown Blues Festival Poster Contest
 - o Ran contest for Steve Heckler. 20 entries, found one he liked. Artist was excited. Mark Spangler was winner. June 22nd. Booker T & the MGs headline.
 - o A couple of years ago wanted an art-fair for JazzFest, but wasn’t particularly successful. No art fair this year.
- Instagram/Social Media Updates
 - o Nathan – SPAC has 400 followers on Instagram in 2 months. NEMA is about 630 after a longer period. Gretta Claire was most popular. 287 hits on Visit St Paul’s repost of our post. A lot of interaction and tagging. Things get reposted to Facebook & twitter, which then get retweeted, etc.
- Upcoming PR Meeting – May 20
 - o Meeting for Friday for PR/Marketing for Crawl, LFF, etc., to coordinate & find out priorities, who we represent, etc., branding. Sponsored by SPAC is not on a lot of our marketing materials, including Art Crawl materials. A point must be made to all who are marketing that this is important and required.
 - o Marketing people should proof Art Crawl catalog and other items before they go to print. Catalog should be released before event, but logistics are tricky. Also we made a lot of revenue from catalogs this year, and that’s tricky if distributed beforehand.

- o Main point: missed marketing opportunity – not branded as SPAC well.
- o Nathan will go into Mail Chimp and prep templates – make sure that keeping the logo up front will be easy for everyone involved.
- o Need to make sure that SPAC is branded!

Programs Update – Emily Larson

Stephanie was unavailable.

- Art in the Park
 - o Over 40% booked before first event. Please pass the word and encourage people to sign up. \$20 per event.
 - o Information, including up to date calendar of artists and open dates, is on the web site. Refresh your browser if you don't see Art in the Park listed in the header ribbon.
 - o Checks and forms are being mailed to or dropped off at the SPAC office. Checks go to Sharolyn for deposit, forms go to Emily to track. Pass on or leave forms/checks for Emily or Sharolyn if you stumble on them. Sharolyn is handling deposits.
 - o Saints are cooperative, but they are slow in getting going on signage and other requests. We have 4 media passes. Tom Reynen has one. Emily has the others. Artists don't need one to get into the stadium – they just notify the gate that they're the artist that's showing that night.
 - o Rachel Wacker has been hired by the Saints as an arts coordinator. They expect that she will officially start work in the next few days.

Membership – Sharon Boerbon Hanson

- The question, "What besides the art crawl would you like to see the Art Collective provide for you?" will go on the art crawl survey. That survey was so huge, not comfortable sending out additional survey. Waiting for results to talk about what might be a membership model.
- 501C3 is based on us being a membership organization. Joining the art crawl is the current default 'rule' for who is a member. We want a real membership model, though.

Exhibitions Committee Update – David Evans

No report.

Lowertown Arts Initiative Update - Tom D, Tom R, Emily Larson

- Meeting with City Officials postponed
 - Tom R, David, Barbara and Emily currently reps on the committee
 - Chris would like to join
 - City Planning office gave us a list of potential studio spaces. Not very viable. Office spaces, Macy's, others not in Lowertown. Up to us to educate them.
 - David met with Ross from planning office – McKnight Foundation met with PED and asked why artists don't buy ACVR and have it all studios. Put studio space across the river and have artist quarter in Lowertown? McKnight potential to assist with purchase?
 - A lot of spaces are getting grabbed up. 2nd floor Lowertown Lofts might available (\$300K purchase, 10-15 studios?, renovation?)
- Meeting with Springboard for the Arts
 - Emily & Tom met and they talked about making the building and Lowertown as a visible art space. "art happens here"
 - Unite the Lowertown Brand? Would be an interesting conversation. Maybe a conversation with MMAA. Salon on design, current issues?

Volunteer Committee – Susan Focke (not in attendance)

No report.

New Business

- MMAA Breakfast
 - Tom, D, Tom R, Susan, Winna – purpose was to solicit donations to MMAA. Moneymaking event. Need to further that partnership. Breakfast is a big fundraiser. Silent Auctions don't make the money that a big event does.
 - Progressive Dinner was previously a successful event.

- o Tom R will talk to Chris about future events.
- We are overwhelmingly discussing Lowertown. Don't forget the rest of St Paul. Schmidt is up and coming, and has lots of potential. Only about 20 artists participated in recent crawl, but some of the issues causing roadblocks are getting resolved. Area near Schmidt is growing and has great potential.
- Gretchen Krause has resigned the Board and resigned as Secretary. We need to fill that position. Emily is acting as Secretary tonight. Consider candidates for discussion next meeting.

Adjourn - Emily moved; David seconded.

Next meeting Monday, June 20, 2016